

LIFE



MENUHIN'S HANDS

SEPTEMBER 20, 1937

10 CENTS

HOW TO MAKE A MAN

Hurry home

TO DINNER



Tempt him with this delicious MEAL-IN-A-MINUTE
that almost serves itself

Have you a husband, or some member of the family, who is often late for dinner? Here's the way to do something about it.

Tell him you'll serve this delicious, easy-to-prepare Meal-in-a-Minute... Van Camp's Pork and Beans in corned beef nests. See how he hurries home... how quickly he begs for a generous second helping.

Wives who feed husbands what they like find most men have one taste in common. They all like Van Camp's delicious foods. Van Camp's should not be confused with ordinary canned foods. Taste their tempting flavor and you'll recognize the difference.

Grocers everywhere are now fea-

turing Van Camp's foods. Keep a supply of these table treats on hand at all times. Be prepared to serve an appetizing Meal-in-a-Minute when friends drop in, or when you want to spend less time in the kitchen. Van Camp's are economically priced... everyday prices are lower than most nationally known canned foods.

Send for new illustrated file-book of Meal-in-a-Minute recipes. Shows twenty-eight easy ways to prepare appetizing dishes. Contains menus, shopping lists and other helpful information. For your FREE copy send name and address on a postcard to Van Camp's, Inc., 2107 South East St., Indianapolis, Ind.

Van Camp's
Meal-in-a-Minute
for October
costs only 5c a serving

BEANS IN CORNED BEEF NESTS

How to make it: (1) Shape corned beef hash into nests and brown in hot oven. (2) Heat 2 cups Van Camp's Pork and Beans. (3) Fill nests with beans and serve with Van Camp's Beets and salted crackers.



Keep these Van Camp's table treats on your pantry shelf:
BEAN HOLE BEANS • SPAGHETTI • VEGETABLE SOUP • TOMATO SOUP • CHILI SAUCE • CATSUP

Moderns know... you need a laxative that **COUNTERACTS GASTRIC ACIDITY, too!**



What a lousy headache I waked up with on the morning of Janet's wedding! Sickish, too—and not the pep of a jelly-fish! I could just picture the kind of bridesmaid I'd make on the arm of the world's handsomest usher! But Janet's mother gave me some Sal Hepatica and soon...



Presto! Sal Hepatica's double action had started. First, Janet's mother explained, it cleanses your intestines—quickly, gently. Second, it counteracts the gastric acidity (sour stomach) that makes you feel so low. And she was right! Soon, I felt worlds better. In fact, do you know what my handsome usher said to me later?...



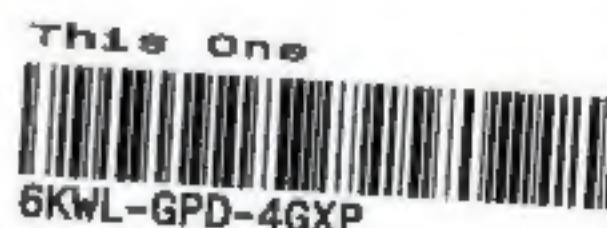
What a picture of pep! I guess I did look my best, for my head had cleared, my pep had come back, my spirits—well, I felt up to all the thrills and excitement. I caught the bouquet and though I'm not superstitious, it does look as though I may play a new role in a wedding soon.



The secret? Sal Hepatica is not only a laxative, but an acid-fighter. While it's cleansing the intestines, it's also helping combat acidity. That's why moderns find Sal Hepatica so helpful in cases of colds, upset stomach, over-indulgence. Get Sal Hepatica today.

TUNE IN: "Town Hall Tonight"—Full hour of music, drama and fun. Every Wednesday night—N.B.C.—coast to coast.

Sal Hepatica does BOTH!



"Ah... a Still Life,
with *plenty of life*"



5¢
2 GLASS SIZE
10¢
FAMILY SIZE

THE **R-J** ON
THE LABEL IS FOR
YOUR PROTECTION
—A GUARANTEE OF
REAL
Root Juices
IN HIRES ROOT BEER

That *Natural Flavor* in Hires
comes from delicious Root Juices

ALTHOUGH its price is low,
due to quantity production,
the quality of Hires is unfailingly
high. For 64 years, it's been famous
for its real root juice flavor—natur-

ally delicious. No imitations can
equal the Hires flavor—so be cer-
tain to get the genuine Hires by
looking for the R-J symbol on the
bottle.

THE CHARLES E. HIRES COMPANY, PHILADELPHIA

It tastes so good - It's good for you

America's most spectacular

★ BEST-SELLER ★

"DON'T miss it—it's a whale of a book!" recommends the conservative *Boston Transcript*. And from cities throughout America have come similar salvos—an immediate burst of recognition for the novel that will live well and long in the literature of our history—the novel that has become America's new runaway best-seller.

Rich in humor and suspense, romance and adventure, Kenneth Roberts' *NORTHWEST PASSAGE* is filled with the high excitement of great men attempting great deeds. As the *Boston Herald* says in a special editorial, "The sensitive American of today, reading *NORTHWEST PASSAGE*, will get the same sort of feeling that comes to him as he explores Old Ironsides and wonders how human beings were equal to the tasks they imposed on themselves." Ben Ames Williams writes, in *The Atlantic Monthly*, "*NORTHWEST PASSAGE* is a great novel, since in its pages an era comes to life, complete with people and with things." And Reed Hynds declares, in the *St. Louis Star-Times*: "*NORTHWEST PASSAGE*, ladies and gentlemen, is a book! . . . It is a lusty, swinging tale, full of verve and valor; a fantastic story but a warmly human one; a genuinely enjoyable excursion through fiction and history."



BOOKSELLERS throughout America are personally recommending *NORTHWEST PASSAGE* as the book of the season which "must not be missed". With ingenious window displays like the one pictured above they are attracting attention to "the big book of 1937". *NORTHWEST PASSAGE* is a novel you will hear talked about for many months. Why not read it now and be among the first to enjoy this year's outstanding best-seller? 709 pages, handsomely bound. \$2.75

DOUBLEDAY, DORAN

*Including its distribution by the Book-of-the-Month Club as a Selection, *NORTHWEST PASSAGE* has had the phenomenal immediate sale which occurs but a few times in a decade of book publishing.



Nearly a quarter million copies in two months!*



"We think our made-over house is the nicest NEW one in town"



"I LEARNED JUST HOW TO DO IT ALL FROM THE 101 BOOK"



J-M HOME INSULATION helps prevent drafts, reduces fuel bills up to 30%; cuts summer temperatures up to 15° in hottest weather. Put-Thik "batte" for new houses; blows into walls of existing homes.



BATHROOM strikingly modernized, too. The materials—J-M Marbleized Asbestos Wainscoting around the tub—J-M Flexboard above. Cost, low; went on right over the old walls.



NEW SIDING, J-M Asbestos Siding Shingles (see upper photo). New roof, J-M Asbestos Roofing Shingles (shown just above). Both charming as weathered-wood shingles; but fire-, weather-, wear-proof.

SAVE time and trouble, avoid mistakes, get the most out of every remodeling dollar, by sending for Johns-Manville's free "101 Idea Book"—ideas for the latest types of kitchens and bathrooms—ideas for charming extra rooms in attic and basement—ideas for new roofs and sidings that make homes fire-safe, much more easily and economically kept up... latest information, too, on how best to insulate for year-round comfort...

Tells, also, how to finance home improvements under the terms of the J-M Million-Dollar-to-Lend Plan. Mail the coupon for your free copy.

JOHNS-MANVILLE
BUILDING MATERIALS

SEND FOR

FREE BOOK
Johns-Manville, Dept. L-9-28
22 E. 46th St., N.Y.C.
Send me the new 1937 "101 Book," FREE. I am especially interested in Home Insulation ☐. Insulating Boards for extra rooms ☐. An Asbestos Shingle roof ☐. Cedar-grain Asbestos Siding Shingles ☐. I am planning to remodel ☐. I am planning to build ☐.

Name _____

Address _____

LETTERS TO THE EDITORS

"Deep South"

Sirs:

"Out of the Deep South" in your issue of Aug. 30 is inexcusably unfair:

To Mr. Justice Black, in that you link him, by inference in the arrangement of pictures and captions, to incidents with which he could have had no connection and with an organization with which he has had no known association.

To Dallas, in that you lay at the door of an entire city the acts of a group of individuals of undesignated race.

To the South, in that you unjustly infer a region-wide lawlessness from the unlawful acts of small bands.

It is improbable that you would permit the arrangement of photographs of Al Smith's parents, of the testament where he was reared and of bloody victims of gangsters' bullets together on the same pages with the comment that the New Yorker is a product, "like all men," of that environment.

It is improbable that you would permit photographs of the latest outrages against the laws of God, nature and man gathered from any other section of this nation to be grouped as evidence of general degeneracy in that region even though they might present a strong case with examples of "third-degree" murder, child rape, loan-shark tyranny, racketeering, terrorism and other forms of lawlessness.

The South, alone of all the sections of the nation, has been singled out for three generations for such scurvy treatment at the hands of publications that pander for circulation by fanning the embers of sectional bitterness and prejudice.

It is keenly disappointing to find this manifestation of an obsolete, carpetbaggers' attitude toward these States.

JOHN KILGORE

The Tallahassee Daily Democrat
Tallahassee, Fla.

Pleased & Impressed

Sirs:

I have been pleased and impressed by the fine layout of pictures and text on "atom-smashers" in the Aug. 30 issue of LIFE. We find from the response and comments that the scientific fraternity, as well as the public, have been impressed by this well-chosen group of activities in nuclear work. The pictures and text were well-assembled and accurate, yet simple and understandable.

I think you are to be congratulated upon a fine, popular treatment of a difficult yet highly important subject.

L. W. CHUBB

Director, Research Laboratories,
Westinghouse Electric & Manufacturing Co.
East Pittsburgh, Pa.

Sirs:

Congratulations on your explanation in Aug. 30 LIFE of how the atom-smasher works. Even I, who am only 14 years old, and who thought that I would never understand it, caught on immediately upon reading your simple explanation.

Let's have some more explanations of complicated things like

(continued on p. 9)

Experienced
Travelers
Make It a Practice
to Stop at
This Famous Hotel



Year Around Air-Conditioned
Rooms for Your Comfort

All Public Rooms and a
limited number of guest rooms
are now healthfully air-conditioned

THE
**PALMER
HOUSE**

STATE STREET AT MONROE
CHICAGO

New York Office
Chanin Building

Edward T. Lawless, Manager



He found a world of TINY ASSASSINS . . and
MADE LIFE *Safer* FOR MILLIONS

For centuries, tiny assassins, invisible to the human eye, had been preying upon mankind. Then came a day when a Dutch storekeeper named Leeuwenhoek, peering through a home-made microscope, was startled to find tiny forms of life which no man had ever seen before. That epochal discovery lighted the way for Pasteur and his pasteurization; for Lister and his sterilization . . . and for countless other scientists who conquered microbes and *made life safer for millions.*

TO MAKE LIFE SAFER is the aim of the Sealtest System of Laboratory Protection. Sealtest Scientists co-operate constantly with Public Health Authorities to improve the quality and safeguard the purity of milk, ice cream and other dairy products



In more than one hundred laboratories, some of America's leading food scientists are constantly at work to make sure that the milk your children drink, the ice cream they eat, the other dairy products you serve, are pure, safe and high in quality.

This scientific organization is known as the Sealtest System of Laboratory Protection—the largest organization devoted exclusively

to the protection of dairy products that the world has ever known.

Behind this great laboratory system is an affiliated group of the country's leading dairy and ice cream companies, who have pledged their full co-operation to maintain Sealtest quality and purity in their products.

In the plants of these companies, Sealtest Scientists set up safeguards around every

step—and Sealtest technicians maintain a constant inspection to see that Sealtest requirements are upheld.

Give your family the benefit of Sealtest Protection! Look for the dairy products in your community that are produced under the Sealtest System of Laboratory Protection. Let the red-and-white Sealtest Symbol be your guide to quality, purity and safety.

Join the Sealtest Sunday Night Radio Party, 10 to 11 (EST), NBC Red Network

The Sealtest System of Laboratory Protection
 Copyright, 1937, Sealtest, Inc.

IN THOUSANDS OF COMMUNITIES, THE OUTSTANDING MILK AND ICE CREAMS ARE SEALTEST APPROVED

3 ways to a man's

...THESE

CHOCOLATE RIBBON CAKE

3 cups sifted Swans Down
Cake Flour
3 teaspoons Calumet Baking
Powder
1/2 teaspoon salt
1/2 cup butter or other
shortening
1 1/2 cups sugar
2 eggs and 2 egg yolks,
well beaten

1 cup milk
1 teaspoon vanilla
3 squares Baker's Unsweet-
ened Chocolate, melted
and cooled
2 tablespoons sugar
1/4 cup hot water
1/2 teaspoon soda
2 tablespoons
butter

Sift flour once, measure, add baking powder and salt, and sift together three times. Cream butter thoroughly, add sugar gradually, and cream together until light and fluffy. Add eggs, beat well. Add flour, alternately with milk, a small amount at a time, beating after each addition until smooth. Add vanilla. Combine chocolate, sugar, water, soda, and butter; turn into two greased 9-inch layer pans, spreading greased 9-inch layer pan. Add chocolate mixture to remaining batter, stirring until blended; turn into two greased 9-inch layer pans, spreading each layer and sides of cake thinly with Felicity Frosting. Cool. Melt 2 additional squares Baker's Unsweetened Chocolate with 2 teaspoons butter and blend. When frosting is set, pour chocolate mixture over cake, letting it run down on sides.

*This recipe has been developed with Calumet Baking Powder. If another baking powder is used, adjust the proportions as recommended by the manufacturers.

FELICITY FROSTING

2 egg whites, unbeaten
7 tablespoons water

2 cups brown sugar, firmly packed
Dash of salt

Combine egg whites, water, sugar and salt in top of double boiler, beating with rotary egg beater until mixed. Place over rapidly boiling water, beat constantly with rotary egg beater, and cook 7 minutes, or until frosting will stand in peaks. Remove from fire, but keep over hot water, and beat two minutes longer. Place over cold water and continue beating 5 minutes. (All measurements are level.)



BETTER BUY BAKER'S!

Since 1780 this "Baker Chocolate Girl" trade-mark has always guaranteed you real chocolate quality. Baker's Chocolate is a product of General Foods.



BAKER'S

THE QUALITY

CHOCOLATE

FAMOUS SINCE 1780

heart!

GLORIOUS CHOCOLATE TREATS

TRY them on *your* man—and see! But be sure you make them with Baker's Chocolate! For no other chocolate will give that cake the same moist tenderness, appetizing color and delicious *real chocolate* taste. No other chocolate gives puddings and pie fillings such rich smoothness. For Baker's is *so much richer* than ordinary chocolate. It costs a fraction more to have this extra richness—but what a difference it makes in all your chocolate dishes! Be sure to get Baker's—America's finest chocolate since 1780. Baker's Chocolate is a product of General Foods. Copyright, General Foods Corp., 1967



GOOD NEWS, SIS! OUR GROCER HAS BAKER'S COCOA AT A NEW LOW PRICE!

SAY, THAT'S WONDERFUL! BAKER'S IS SO MUCH RICHER THAN OTHER COCOAS—I NEVER USE ANY OTHER.

IT'S A BARGAIN, ALL RIGHT! LET'S GET SOME WHILE WE'RE DOWNTOWN.

IT'S MARVELOUS TO GET A "SPECIAL" ON BAKER'S COCOA, MR. WILLIS! NO OTHER IS SO SMOOTH OR HAS SUCH RICH COLOR AND FLAVOR.

YES! IT'S ONE OF MY BEST VALUES AT THIS PRICE!

A CAN OF BAKER'S COCOA, PLEASE—AND I WANT TO CARRY IT!

(WOULD YOU CAN! DR. CRANE SAYS BAKER'S COCOA IS A REAL ENERGY-GIVING FOOD—GOOD FOR YOU!)

CAN I HAVE ANOTHER CUP OF COCOA, MOTHER?

AND BOY, DOES BAKER'S TASTE GOOD!

Watch for the BAKER'S "Specials" at your grocer's!

AND COCOA



Free!

Baker's "Sampler" Book of Famous Chocolate Recipes

Fourteen "sample" recipes selected from Baker's magnificent new book of "Famous Chocolate Recipes." Gorgeous layer cakes, brownies and small cakes, puddings, pies, sauces, candies and iced chocolate drinks. Illustrated in full color. Send this coupon for your copy—now! Mail to: GENERAL FOODS, BATTLE CREEK, MICHIGAN

Your Name _____


Street _____

City _____

State _____

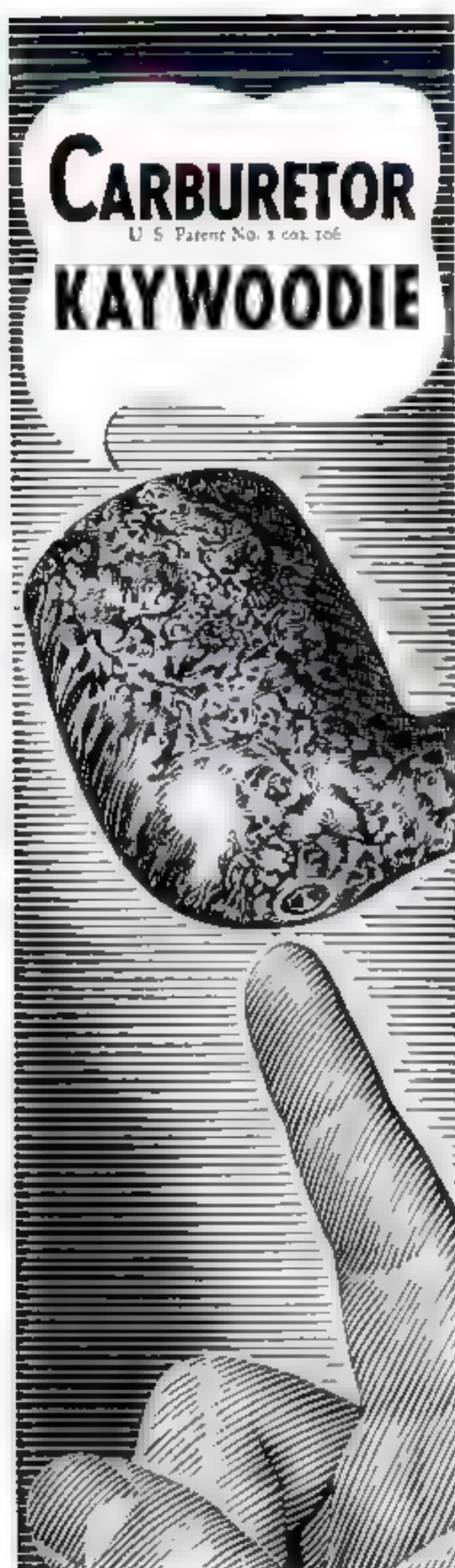
(If you live in Canada, address General Foods Ltd., Cobourg, Ont.) (Offer expires 1/1/68)




 Over since George Washington's day there has been a simple way to gauge
 the warmth of your welcome. If you are a very special guest your host unlocks
 his **MOUNT VERNON**, the patrician of American ryes!

YOUR GUIDE TO  GOOD LIQUORS

NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK



A New Way of Burning Tobacco

This patented new way of burning tobacco does it better, cooler and cleaner. Carburetor Kaywoodie pipes take in drafts of air from the bottom—producing a new kind of smoke.

- ① UPDRAFT keeps pipe-bowl absolutely dry inside.
- ② PERFECT MIXTURE (of air and smoke) takes rawness out of any tobacco, makes it mild.
- ③ CARBURETOR ACTION burns tobacco evenly and completely, producing better flavor.
- ④ CARBURETOR ACTION keeps smoke cool at all times.

No change in appearance—Carburetor Kaywoodie looks just like other Kaywoodies—its Carburetor is hidden in the bottom of the bowl. It has the famous Drinkless Attachment in the stem. This Carburetor principle has endeared these pipes to thousands of men who find it adds much joy to pipe-smoking. Even cigarette-smokers like it because it's so mild. Try it!

Send for 1937 Kaywoodie Book in colors. Pictures 15¢ paper. Enclose 25¢ for mailing.

KAYWOODIE COMPANY
Rockefeller Center
NEW YORK and LONDON

LETTERS TO THE EDITORS (continued)

that, and then maybe I'll know something.

WESLEY BAKER
Yuma, Ariz.

Big Apple & Police

Sirs:

In your issue for Aug. 30 you carried a picture of the "Big Apple Night Club" here and a story in connection with the origin of the "Big Apple dance." The second sentence of the second paragraph reading as follows: "The place is operated under the ownership of some Columbia Policemen who became tired of making the customary nightly raids and decided to take charge of the operations," is absolutely false.

The night club is owned and operated by Mr. H. W. Des Portes Jr. and no policemen have anything at all to do with its operations, and the club has never been raided at all. The policemen that you evidently referred to in your article are Mr. D. O. Spinks and Mr. A. C. Fitts who employed a group of dancers from the club to give several exhibitions of the dance but not in the club.

J. A. BUTTO
Columbia, S. C.

Golf by Radio

Sirs:

Sincere thanks for the picture in the Aug. 23 issue showing the Oregon Club golf course near Portland, Oregon.

As the Amateur Championship matches were being broadcast by the Columbia Broadcasting System we had this issue in front of us and as Husing described the lay of each hole as it came up, we could locate all the landmarks he mentioned and find the approximate location of each shot. We felt as though we were right in there seeing the actual play.

R. B. SWANSON
Odebolt, Iowa

War Maneuvers

Sirs:

May I refer to the picture of an airplane strafing infantry during maneuvers of the 4th Army shown in the Aug. 30 issue of LIFE under the caption, "The Army finds almost everything wrong with this picture."

With apologies to the War Department and your staff of military experts, I wish to invite your attention to the inaccuracies of your comments.

Infantry does march on roads, even roads as good as that shown. Furthermore these troops were detrucked from the trucks shown in the background for the purpose of carrying out the work they are intended for, which work cannot be accomplished while riding in trucks.

At the present time many companies, or units as we call them, are not equipped with anti-aircraft weapons, nor does existing tables of equipment provide for such weapons for these units. Further examination of the picture fully indicates that the troops shown comprise a headquarters company detachment, armed only with pistols. Being a detachment of a headquarters company, it follows that it is the wire section and

(continued on p. 10)



... for Barbasol Faces"

Are you getting birthday conscious?

Do you feel a bit antique when in the presence of pretty young girls?

Take confidence. It isn't how old you are that counts, so much as how old you look.

It may not be your age so much as your shaving methods that make you look older than you are.

That's why thousands of men, discarding old methods and switching to modern Barbasol, are able to shave years away from their faces. Better still, start using Barbasol young and stay young.

For Barbasol is a cream.

It contains none of those harsh alkalis that tighten and draw and dry out the skin, resulting in wrinkles and roughness.

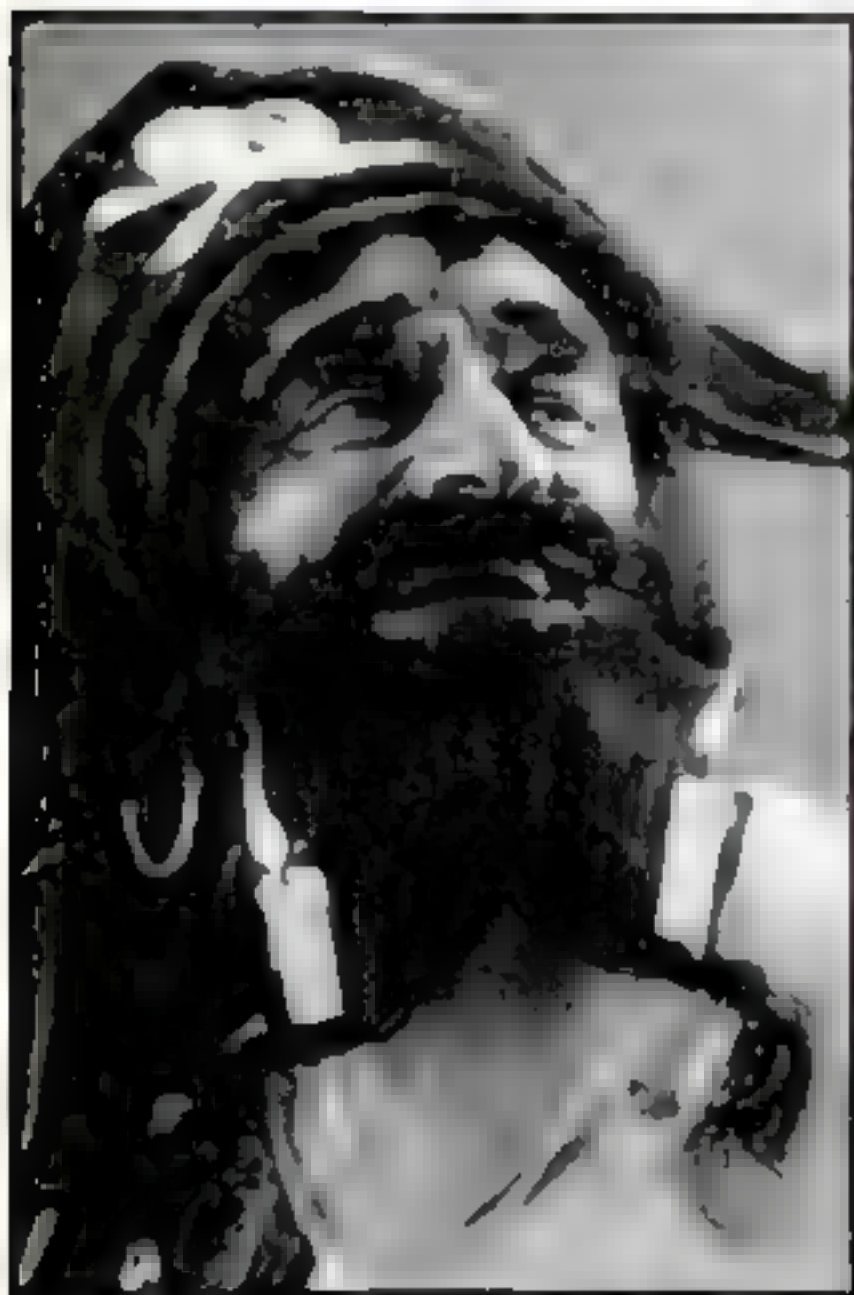
On the other hand, the soothing, refreshing ingredients which Barbasol contains leave your smoothly shaved jowls feeling softer and looking younger—a handsome Barbasol Face.

Ask your druggist for a tube of Barbasol today. Try it for two solid weeks and see the wonderful improvement in your skin, the cleanness of your shaves. Large tube, 25¢; giant size, 50¢; family jar, 75¢. Five Barbasol Blades for 15¢.



No Brush—No Lather—No Rub in

TALKING OF PIRATES...



"Blackbeard" a sissy?

Edward Teach, notorious free-booter of the West Indies and in 1718, thought it great sport to burn rattles in his hand. He was a supply of boy energy, too, during his exciting career. Modern youngsters, however, make him look like a sissy—they burn up each day more boy energy for their size than he ever did! That is one reason for the steadily mounting popularity of Cream of Wheat.

"Shiver my timbers!"

Active youngsters like this enjoy 92½ million bowls of hot Cream of Wheat each day for breakfast. It "picks them up" gives them a rich cargo of the quick food energy needed for play and growth. Cream of Wheat is also a recognized factor in helping to promote natural weight gains.



Feast

You will find it a joy to watch your children patch into delicious, hot, shaggy Cream of Wheat! Your doctor will undoubtedly tell you how readily this unusual cereal is digested. It is so much of the best hand-warm, sugar-popped in the most favored growing areas and heart-treated for purity.

Here's economy!

Over 50 servings in each large package, costing less than ½ cent each!

Copyright 1937 by The Cream of Wheat Corporation



LETTERS TO THE EDITORS

continued

the picture bears this out for in the left foreground we see what is the road. Again I ask can these men string wire riding on trucks and not have a few of these men against their backs and athletic arms on a with posters?

Attack from the left today is a matter of fact. I don't know the place where they are working. I am not sure if it is a factory or a banked factory and the words "where they are" were put in over the top of the scene. I am not sure if it is a factory or a banked factory and the words "where they are" were put in over the top of the scene. I am not sure if it is a factory or a banked factory and the words "where they are" were put in over the top of the scene.

JOHN W. CARTER
1111 Col. St. of
7th Prov. 4th Army
St. Cloud, Minn.

War Memorials

SIR,

Thank you for the beauty, the serenity and the reverence of the memorials to the American war dead in Europe.

Memorials are a good thing, but sadness surrounds them. I know that our people still remember.

LESLIE E. EDWARDS
Thomas Hopkins Post No. 4
The American Legion
Wichita, Kan.

SIR,

I note in your issue of LIFE, Aug. 10, several pages devoted to the American War Memorials in France.

While I am sure that the memorials are a fine thing, it seems to me that the war memorials have been overdone. It seems at the time of the construction of the memorials at Meuse-Argonne, they say that "wherever many Americans who were killed in the war were buried, the Americans in France, for example, for any reason, they would not be buried there."

The fact that the memorials are a fine thing, it seems to me that the war memorials have been overdone. It seems at the time of the construction of the memorials at Meuse-Argonne, they say that "wherever many Americans who were killed in the war were buried, the Americans in France, for example, for any reason, they would not be buried there."

PAUL DAVIS HOWE
Hartford, Conn.

SIR,

My wife died on that day—August 10, 1918. And so I am a member of the American Legion. In War Dead with \$1.00 for each of them.

"Dying to make the world safe for democracy" the story of the phrase struck me like a blow following as it did the summary of the horrors of death in war. At first I thought that the phrase should have been put in quotes, but immediately I realized that doing so would have robbed the whole paragraph of its precious subtlety.

FLOYD E. DUNN, D.O.
Plainfield, N. J.

RIGHTO JEEVES, IT'S THE "BERRIES"



During Colds get the

KLEENEX HABIT

to save your nose and temper

● This way to soothe that inflamed, sore nose is mighty welcome during colds! Just put aside your handkerchiefs and adopt the habit of using Kleenex Disposable Tissues the instant snuffles start. See how much more "human" you feel, for you're sure to find Kleenex Tissues soothing and non-irritating.

What's more, the Kleenex Habit saves money, you can use many genuine Kleenex Tissues for the cost of laundering one handkerchief. And of course it reduces handkerchief washing.

Price Reduced!

Genuine Kleenex in the 200 sheet box now

2 for 25¢

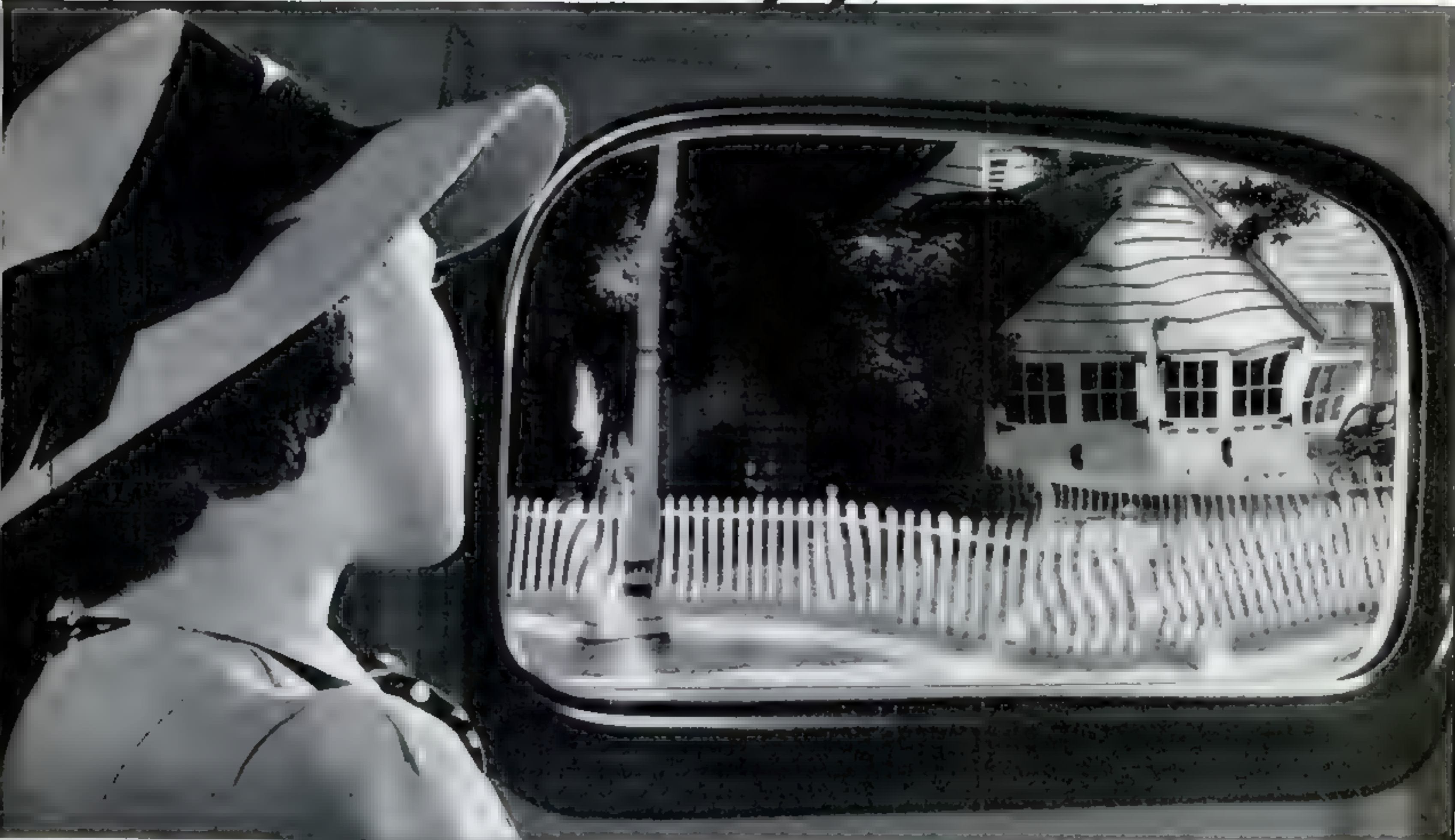


No waste! No mess! Pull a tissue—the next one pops up ready for use!

KLEENEX DISPOSABLE TISSUES

(*Trade Mark Reg. U. S. Patent Office)

An Exaggeration



THAT POINTS THE WAY TO GREATER MOTORING COMFORT

AS it is manufactured today, by highly developed methods and precision processes, ordinary window glass is satisfactory for many uses, yet it does have an unavoidable waviness that distorts vision and often causes eyestrain and fatigue when two sheets are used together as in Safety Glass.

For that reason, motor car manufacturers use only Safety PLATE Glass in their windshields to assure driving comfort. But with a nice consideration for the motoring comfort of every passenger—front and back seat

alike—many car manufacturers are today using Safety PLATE Glass, easily identified by the Hallmark of Higher Quality, in every window.

This finer glass, painstakingly ground and polished, is distinguished by its sparkling beauty and freedom from waviness. It minimizes eyestrain and fatigue, adds immeasurably to the comfort and enjoyment of motoring, and lends a touch of distinction to today's smart motor car designs. Many manufacturers completely equip their cars with Safety Glass, made of the finest PLATE Glass, at no extra cost to you. PLATE GLASS MANUFACTURERS OF AMERICA, PITTSBURGH, PA.

FOR GREATER MOTORING COMFORT FROM YOUR NEW CAR AND
A MORE LASTING SATISFACTION IN ITS APPEARANCE, LOOK
FOR THIS MARK OF HIGHER QUALITY IN ALL ITS WINDOWS.

Safety PLATE Glass

After McGuffey

gār ūmph' ed	fōods	lārċ	dād' dŷ
frēsh	Green Giant Peas	sweet	ēm' ēr āld
fōol ed	chō' rūś girls	tēn' dēr	cūrġ' ŷ
pġc' tūre	pūff	āġs' tēr	dġn' nēr

SURPRIZE! SURPRIZE!

1. ELOISE and Eleanor were two sisters who lived with their father—a Judge Arbuthnot. Although a grass widower, he was a judge of good foods.

2. So one day, tired of idly going around to picture shows, the two sisters, for a lark, put their curly heads together in an effort to fool their daddy on food.



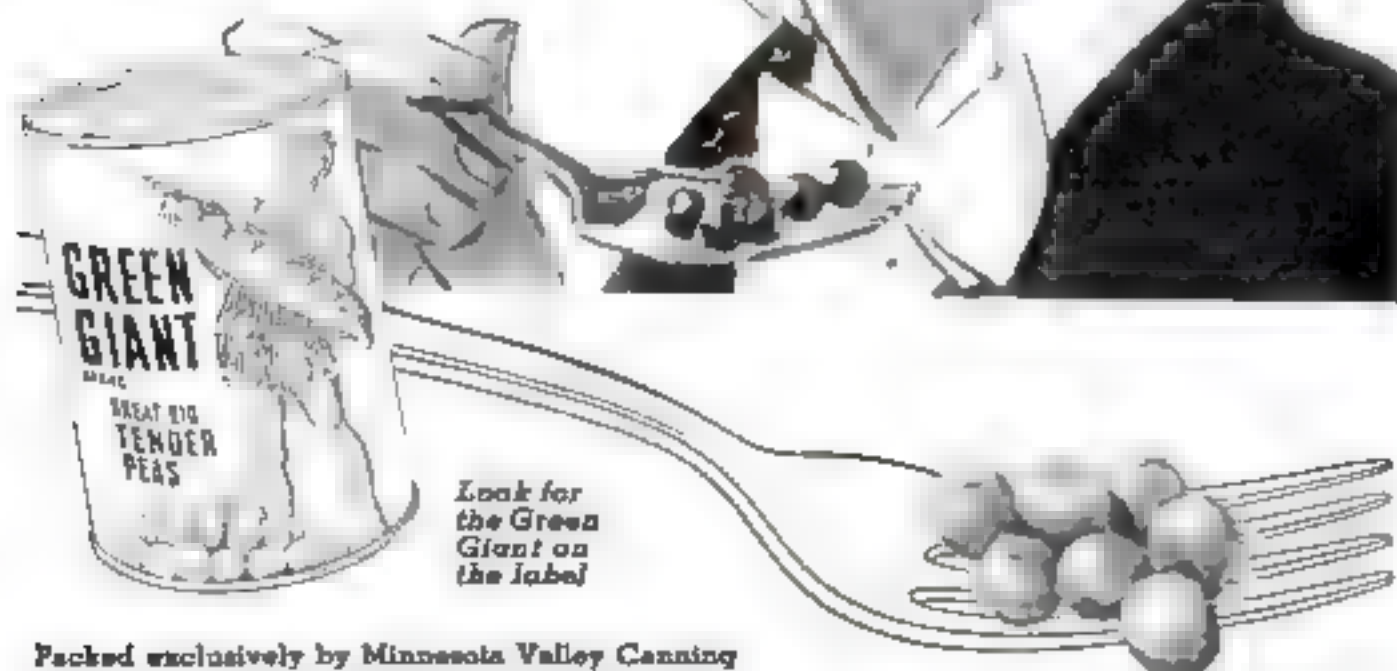
3. That evening at dinner he was served a large covered dish. When he peeped inside it was peas. But what peas! Big fellows, yet as sweet as a chorus girl's smile. As tender as a puff of air. As green as one of Cleopatra's emeralds.

4. "Humph", garumphed their old man. "You girls must have changed your gardener. These fresh peas are the freshest-tasting peas I have ever et. The best, too."

5. "Surprise! Surprise!" shouted his daughters in unison, "those are Green Giant Brand Peas—fresh peas in a can—and we have fooled you at last!"

It is True what They say about Green Giants!

They say they taste garden-fresh. They say they're as tender as famous tiny French "petit pois"—yet he-American in size. And they say right. Green Giant Brand peas are packed from a secret and exclusive breed. They grow big while they're young; they're packed while still growing and rushed to their cans in less than three hours after the morning dew has been shaken from their pods. Just try the Green Giant brand.



Packed exclusively by Minnesota Valley Canning Company, La Sueur, Minnesota and Fine Foods of Canada, Ltd., Toronto, Ontario.

"GREEN GIANT"
REG. U. S. PAT. OFF.

This weighted chair showed in 24 hours why you should insist on an all hair rug cushion!



Facts and photos from independent tests by The Hotel Monthly, Chicago



A weighted chair, after 24 hours, left a permanent hard spot in this Jute® Rug Pad. All cushioning action and softness has been lost—and see how the nap of the rug has been crushed.



The same weight had no effect whatever on Circle Tread Ozite. The All Hair Ozite springs right back to its original thickness—stays soft and resilient under any pressure—never packs down. Note that the rug nap was not crushed.

Before you buy a rug cushion—ask what it's made of! And be wary of rug pads not made of ALL HAIR because only too often these "bargain pads" pack down in hard lumps that actually make rugs wear out sooner.

Genuine Circle Tread Ozite is guaranteed ALL HAIR—never adulterated with substitute materials. That's why genuine Ozite makes rugs wear two to three times as long—why it is guaranteed to STAY soft and springy as long as you live.

Insist on Genuine Circle Tread Ozite. It is the quality you can absolutely trust—and

you can identify it easily by the Circle Tread Design and the name OZITE in the fabric.

Circle Tread Ozite is made in 3 weights. Permanently Mothproofed. Ozonized. Sold and recommended everywhere.

*Jute is a vegetable fibre and is no more to be compared with Hair than a straw mattress with a Hair mattress. Jute (often dyed to look like hair) is extensively used in so-called "cheap" rug pads. Don't be misled—insist on getting an All-Hair Cushion.

CIRCLE TREAD
Ozite
All Hair
RUG CUSHION

CLINTON CARPET COMPANY, Merchandise Mart, Chicago, Ill.
Please send me FREE sample of CIRCLE TREAD OZITE Rug Cushion—and free booklet, "How to Take Care of Your Rugs and Carpets."

Name

Address

City

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LM97

Clarence Brown

DIRECTOR OF METRO GOLDWYN MAYER'S
CURRENT MOTION PICTURE "CONQUEST"
STARRING GRETA GARBO AND CHARLES BOYER

says: "To make good movies
you must have a good
camera. Even amateurs
make fine color movies
with this palm-size Filmo."



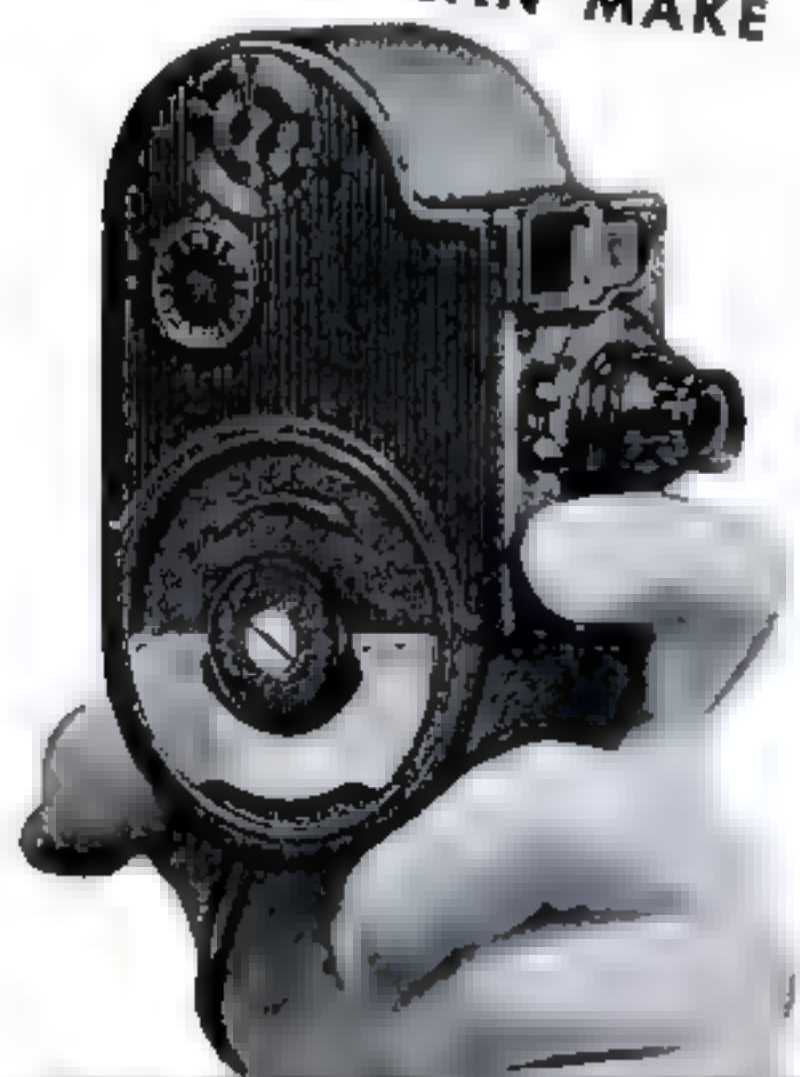
Magnificent scene from the movie "Conquest" starring Greta Garbo and Charles Boyer

CLARENCE BROWN, famous Metro-Goldwyn-Mayer director and producer, uses a Bell & Howell Filmo camera for making his personal movies. He knows that precision workmanship and a fine lens are essential for theater-quality movies—that Filmo amateur cameras are made with the same 10,000th-of-an-inch precision as Bell & Howell professional equipment, considered the finest by cameramen the world over. Filmo is even easier to use than still cameras. The subject is always seen distinctly through the spyglass view finder, and what you see, you get.

Using the inexpensive 8 millimeter film, this Filmo takes movies with still picture economy—keeps the action of those unforgettable scenes in beautiful natural color, or in brilliant black-and-white.

Filmo is palm size—is easily carried in a pocket—the world's smallest quality movie camera. With high grade F 3.5 lens for indoor as well as outdoor movies, only \$55 at camera stores everywhere. Other 8 mm. Filmos to \$85. Filmo 16 mm. cameras from \$65 to \$1155. 16 mm. Sound Projectors from \$450 up.

INTERESTING BOOK: How easily and economically you can have movies you'll be proud to show is told in "How to Make Inexpensive Personal Movies." Mail the coupon now. Bell & Howell Company, Chicago, New York, Hollywood, London. For thirty years the world's largest manufacturer of precision equipment for motion picture studios of Hollywood and the world.



EASILY...
INEXPENSIVELY,
WITH THIS

Filmo

\$55

AS LITTLE AS \$11 DOWN

BELL & HOWELL COMPANY

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Please send me the book.

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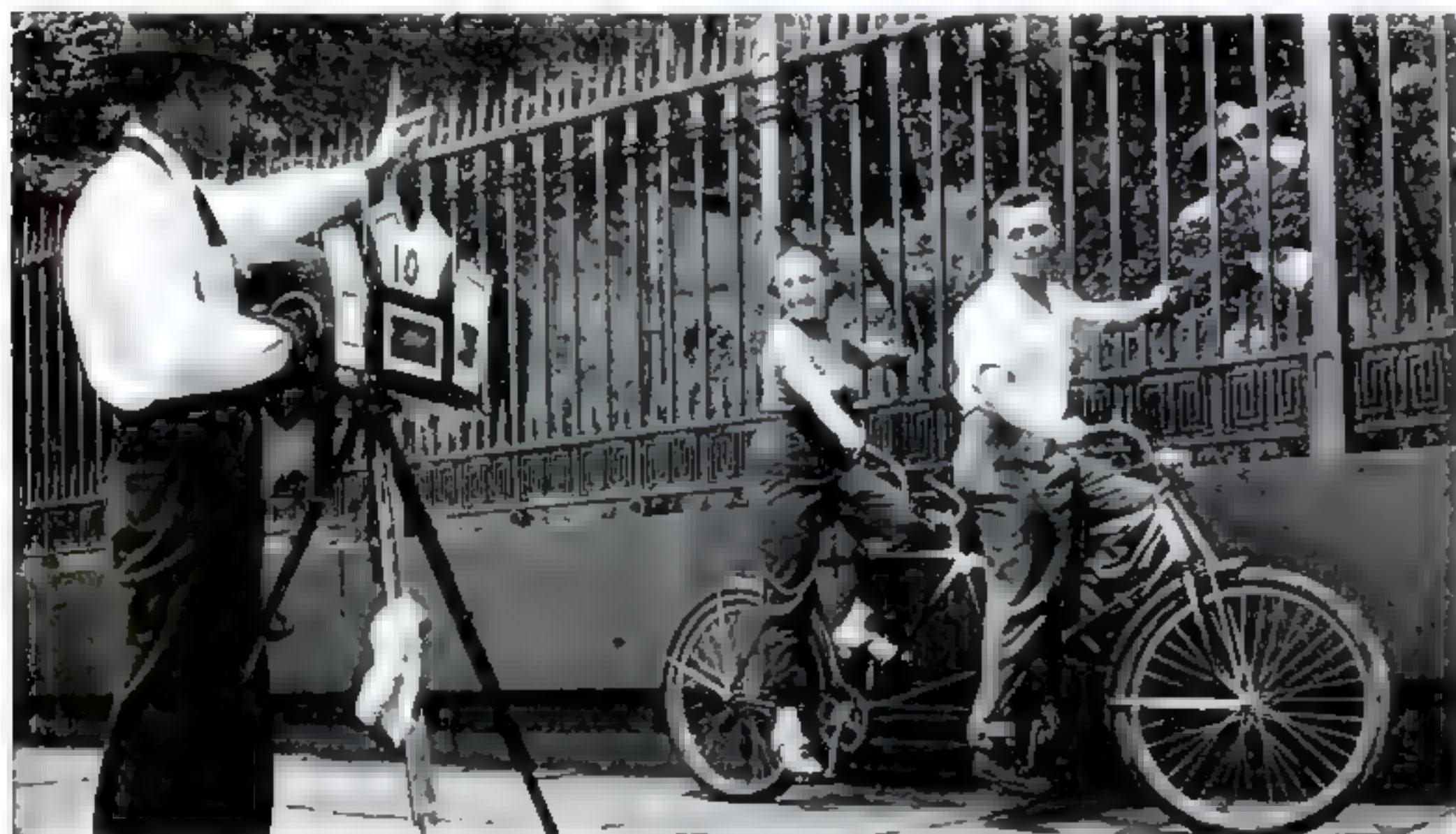
State _____



SPEAKING OF PICTURES . . .



LOU SMELLOW WORKS CANARSIE BEACH WITH A PIECE OF A BOAT



THIS COUPLE BROUGHT THEIR TANDEM TO RODRIQUEZ ON SECOND AVE.



ZACK BROWN OF HARLEM USES OTHER PEOPLE'S CARS FOR BACKGROUNDS

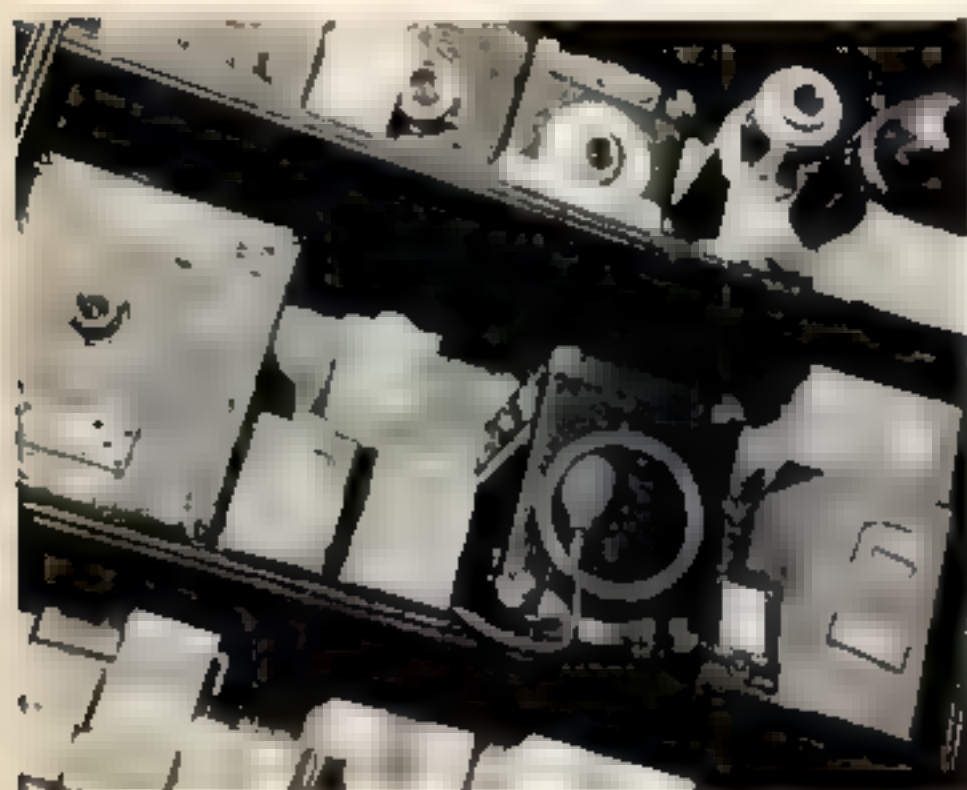


... THESE ARE MODERN TINTYPERS



A radical change has come into the profession of tintype-taking. A few years ago, most tintypers scorned the use of anything suggesting a prop. They stood or fell on the merit of their work. But today, competition from candid-camera street photographers, who take your picture when you are not looking, has forced the tintypemaker to dress up his pictures with props.

On these pages are evidences of the tintype revolution. The street photographers shown here ply their trade in New York City, which charges them \$3 a month for the exclusive use of a spot of pavement. They are amiable and loquacious men who make from \$2 to \$7 a day. Most of this is pure profit. The material in a picture which sells for 10¢ or 20¢ costs the tintyper less than 1¢. The tintype photograph is taken on a plate which is developed immediately in a tank inside the camera box. It takes one minute to complete the developing. As on any photographic negative, the image is reversed so that everything comes out backwards. Notice, at top of opposite page, what happens to the word "Wanderer."



Tintype equipment is sold by Benson Dry Plate & Camera Co. of N. Y., whose shelves are above. Benson enjoys near-monopoly of tintype material. Cameras cost \$25 to \$40.



LIKE MOST TINTYPERS, AL CASTILLI LOVES TO HAVE HIS OWN PICTURE TAKEN



THIS STUFFED ST. BERNARD MAKES CUTE KIDDY PICTURES



GIANT TIRES MOVE MOUNTAIN

by **LOWELL THOMAS**
NEWS COMMENTATOR

• "They're cutting down Iron Mountain and hauling it away on Goodrich Tires. It's in Shasta County, California.

A mountain of low grade gold ore called 'Gossan,' heavy in iron.

"First they blast to loosen the ore. Then big shovels scoop up earth, drop it in huge trucks for the haul to the mill.

"No ordinary trucks are these

They're big fellows with specially-built bodies reinforced with steel rails. Bodies so rugged that they stand the crushing jolt of a three or four-ton

boulder dropped from the shovel.

"Tires, too, must take terrific battering. No chance to reinforce with steel here—just rubber and fabric to take the shock—to carry 20-ton loads over sharp, jagged rocks. Trucks fight for a footing—wind their way down the mountain—the tremendous weight shifting from one tire to another—all in all a tire job believed impossible only two or three years ago. But these are Goodrich Silvertowns—'each mover' weighing almost 500 pounds apiece. Tires developed by Goodrich engineers for just such service. They tell me these tires have a load capacity as high as nine tons each—that they provide super-traction—that this is one of the greatest achievements of tire engineers."

Not many truck owners have jobs such as this at Iron Mountain. But every owner wants to get the same long mileage, freedom from delays and low cost of operation.

Goodrich Truck Tires give that kind of service on every job. The same basic construction that makes the tires stand up on the job of moving Iron Mountain is now used in every Goodrich Silvertown! On your hauls, whatever they may be, you can now get long, trouble-free mileage at new low cost.

TIRES TRIPLE PROTECTED

It's because these truck tires are Triple Protected in the sidewall. Built with an invention that

checks 80% of premature failures. Only Goodrich gives you this 3-way safeguard:

1 PLYFLEX—distributes stresses throughout the tire—prevents ply separation—checks local weakness.

2 PLY-LOCK—protects the tire from breaks caused by short plies tearing loose above the bead.

3 100% FULL-FLOATING CORD—eliminates cross cords from all plies—reduces heat in the tire 12%.

When you can get these tires without paying a penny premium, can you afford to take chances on tires without Triple Protection? See a Goodrich dealer today—ask him to give you proof of savings.



Goodrich Triple Protected **Silvertowns**

SPECIFY THESE NEW SILVERTOWN TIRES FOR TRUCKS AND BUSES

SPEAKING OF PICTURES

(continued)



The cardboard girl which Castilli uses once appeared in a Kodak window display. Castilli an ingenious young man, salvaged her and made himself an attractive prop.



A passing ship provides a very impressive background for "Battery Dan" Flynn who stands in front of the Aquarium at the Battery. He gets a lot of tourist trade.



The pot terrier which Bill Benjamin uses is an unwilling prop, has to be coaxed to stand still. Tintyping is a side line to Benjamin who takes free-lance news pictures.

I HEAR SHE AIN'T DOING SO WELL IN THE CITY—

I JUST KNOW THAT'S WHAT THOSE GOSSIPS ARE SAYING —AND I WON'T GO BACK HOME WITH YOU AND LET THEM SNEER AT ME!

NONSENSE AMY!

SUE, WE CAME TO NEW YORK TOGETHER. YOU'VE HAD THREE RAISES, BUT HERE I AM OUT OF A JOB AGAIN! WHY?

SOMETIMES IT'S BAD BREATH THAT HOLDS PEOPLE BACK, AMY. WHY DON'T YOU TALK TO DR. BROWN?

YOU SEE, TESTS PROVE THAT 76% OF ALL PEOPLE OVER THE AGE OF 17 HAVE BAD BREATH AND TESTS ALSO PROVE THAT MOST BAD BREATH COMES FROM IMPROPERLY CLEANED TEETH. I ADVISE COLGATE DENTAL CREAM BECAUSE...

COLGATE DENTAL CREAM COMBATS BAD BREATH

"COLGATE'S special penetrating foam gets into every tiny hidden crevice between your teeth emulsifies and washes away the decaying food deposits that cause most bad breath, dull, dingy teeth, and much tooth decay. At the same time, Colgate's soft, safe polishing agent cleans and brightens the enamel—gives new brilliance to your smile!"

THREE MONTHS LATER— THANKS TO COLGATE'S

AND SUE, I'VE SAVED ENOUGH FROM MY RAISE TO BUY CLOTHES AND A ROUND-TRIP TICKET HOME, TOO!

NOW—NO BAD BREATH BEHIND HER SPARKLING SMILE!

...AND NO TOOTH PASTE EVER MADE MY TEETH AS BRIGHT AND CLEAN AS COLGATE'S!

20¢
LARGE SIZE
Giant Size, over twice as much,
35¢

COLGATE
RIBBON DENTAL CREAM



Tackle any weather IN FLEXIBLE GRAINS



• What would be fatal to ordinary shoes is all in the life of these meaty, mellow grains. Hefty but with the streamlined heftiness of a modern, hip-swinging half-back. Water-repellent leathers and stout, oiled soles. You'll be dauntless and debonair in fair weather or foul. Walk-Over Broadway, custom-comfort last that hugs your ankle and lets your toes go free.

LONG GRAIN Rugged and revolutionary. Try it on at your Walk-Over dealer's. See how the bold, one-way cross-grain forms a natural crease over your toes. It's the grain without a "groan." Black or brown. BROADWAY last.

GEORGE E. KEITH COMPANY, CAMPELLA, BROCKTON, MASS.
WALK-OVER PRICES \$7.50 AND UP. SLIGHTLY HIGHER WEST.



WALK-OVER



Ski-boot leather is used to make up this British-type blucher for town wear. Smart medallion tip. Brown or black. Flexible oiled sole.



Who's afraid of mud? This brogue is weather-defiant Norwegian calf. Dull brown or black. Oiled sole.



*Press a button
—that's all*

NO MORE DIALING TOUCH TUNING

**Gives you the station you want,
at the touch of a finger!**

NOW comes the radio that actually tunes itself to the program you select. You merely touch a button marked with the letters of your station. Then—silently, automatically and swiftly—the indicator speeds across the dial—with no further help from you—to the exact point where that station is received at its finest. This is the ultimate in automatic tuning. It's radio's newest thrill.

The New G-E Tone Monitor corrects distortion

When you touch a button and bring in your favorite program with the 1938 G-E you'll hear the finest tone that has ever greeted your ears. The secret is the new and exclusive G-E Tone Monitor—a radical improvement in radio circuit design. The G-E Tone Monitor corrects distortion. It brings out the high and low notes of each orchestral instrument—with a fidelity that is new and startling. This remarkable improvement is not confined to the higher-priced G-E Radios alone. Many of the moderately priced G-E sets offer this new feature.

\$10.00 down* delivers any

G-E Touch Tuning Radio into your home

The new G-E is this year's biggest radio buy. Stop in at your nearest G-E dealer's. Look—listen and compare. Then decide for yourself whether any other radio offers so much amazing performance and value.

18 Super Value G-E Models to Select From

Beautiful new console models, personal radios, armchair radios, from **\$19.95 to \$295**. Prices slightly higher South and West. Subject to change without notice.

Your G-E Radio Dealer will arrange liberal terms

*Through General Electric Contracts Corp.

*The
New*



GENERAL ELECTRIC

RADIO

FOR REPLACEMENTS SPECIFY GENERAL ELECTRIC PRE-TESTED TUBES

LISTEN TO THE G-E HOUR OF CHARM, MONDAY EVENINGS, 9:30 E.S.T. NBC RED NETWORK

WHAT? Tooth Powder in a Tube!

YES, BECAUSE LISTERINE TOOTH PASTE IS **POWDER**
IN THE FORM OF DENTAL CREAM



More than $\frac{1}{4}$ POUND
of tooth paste in the double
size tube - 40¢
Regular size tube 25¢



WATCH your dentist next time he cleans your teeth. Note how he makes his powder into a paste to keep the fine particles from flying off his rapidly revolving brush.

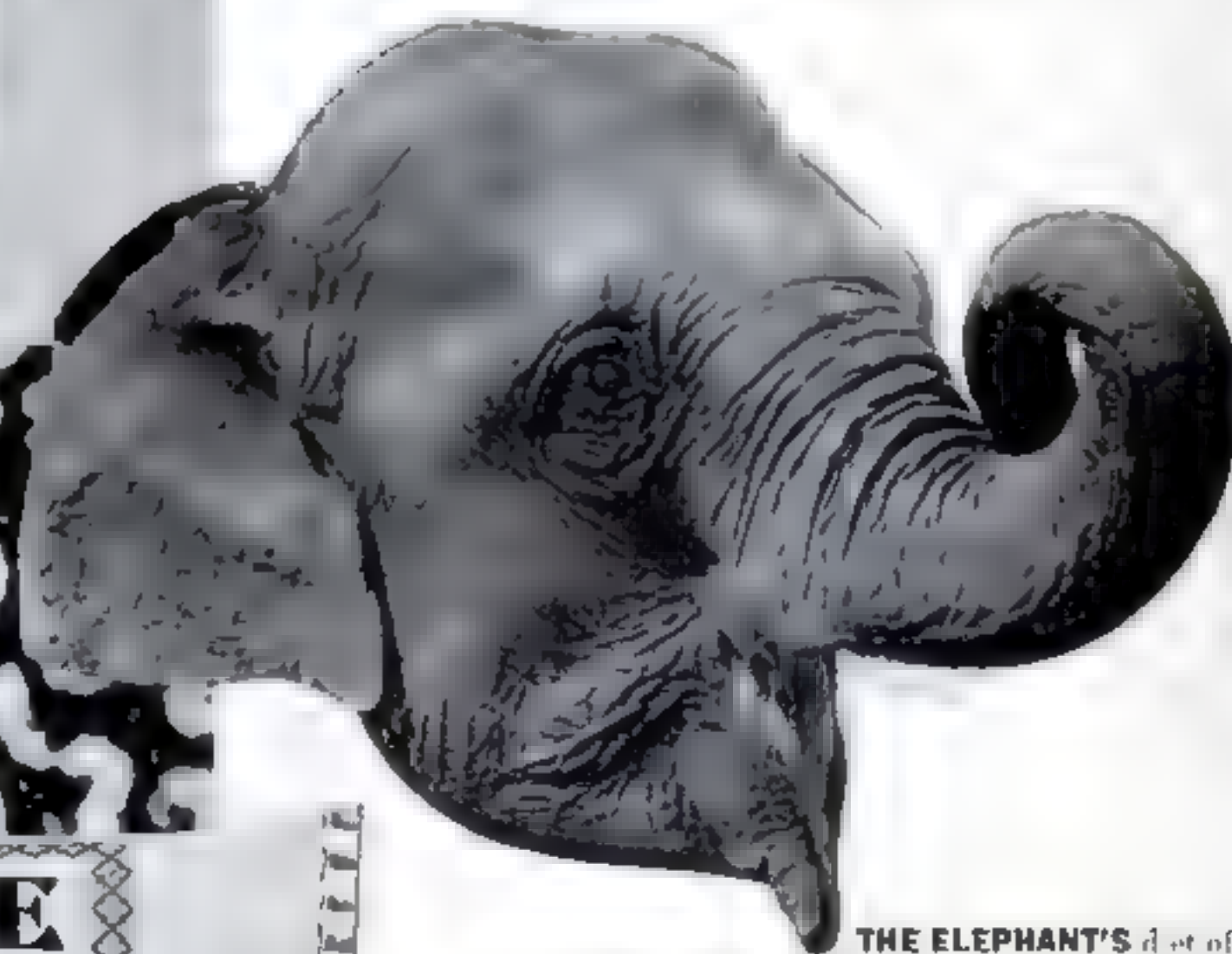
Similarly, for your convenience we "cream" the safest dental powders into a paste, which is easy to put on the brush. No dentifrice goes down the drain or remains on the hands, as with powder.

You get the cleansing power of powder . . . in modern form . . . when you get Listerine Tooth Paste. It keeps your teeth sparkling and lustrous. Cleans and polishes them to gleaming whiteness. Helps protect against cavity-digesting acids.

The famous formula of this tooth paste contains no pumice, grit, or harmful abrasives. Contains no soap, which many dentists believe to be harmful to the gums.

Get the economical double-size tube of Listerine Tooth Paste at any drug counter. You will be pleased because it works so fast. And you will like that brisk, clean, pleasant-to-be-alive taste which starts the day right for millions of users every morning.

LAMBERT PHARMACAL CO., St. Louis, Mo.



THE ELEPHANT'S diet of leaves and hay needs to be crushed and ground. For this purpose he has highly developed incisors, which work like millstones. All man'solars (back teeth) have a similar function and grow stronger with the exercise of chewing. Be sure to give your incisors special attention every time you brush your teeth.

CHANGE TO LISTERINE TOOTH PASTE . . . *It's a change for the better*

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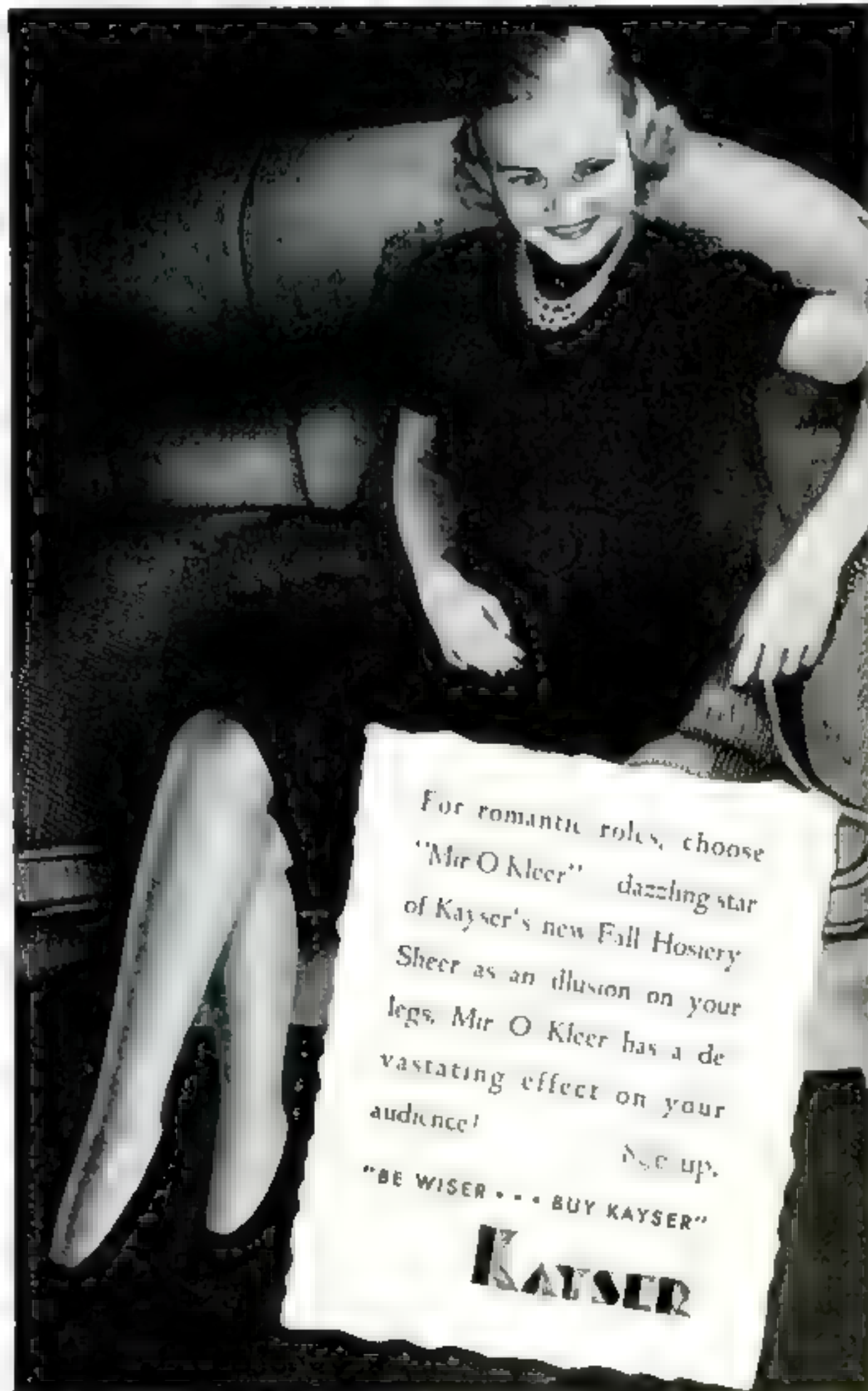
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Kay's mamma and papa and sister —
On her birthday, surrounded and kissed her
But one of her beaux
Gave her "Mir-O-Kleer" hose,
And now they're Mrs. and Mr.!

FREE HOSIERY! Write your own limericks about Kayser gloves, hosiery or underwear. It's easy — it's fun! And you'll win 6 pairs of Mir-O-Kleer® Hosiery for each limerick we accept. Mail to Kayser, Dept. L-1, 500 Fifth Avenue, New York City.



For romantic roles, choose
"Mir O Kleer" — dazzling star
of Kayser's new Fall Hosiery
Sheer as an illusion on your
legs, Mir O Kleer has a de-
vastating effect on your
audience!

See up.
"BE WISER . . . BUY KAYSER"

KAYSER

TRADE MARK, U. S. PAT. NO. 2,365,707. COPY, 1937, JULIUS KAYSER & CO.

A MILLION PEOPLE LIVE IN TELEPHONE CITY



775,000 SECURITY OWNERS

Only five cities in the United States have populations exceeding the number of security holders and employees of the Bell System. There is one security holder for every 165 people in this country.

More than half are women. No individual or organization owns as much as 1% of the stock of the A. T. & T.

315,000 EMPLOYEES

Anywhere you go in this country you will find an owner of Bell System securities or a Bell telephone employee. The average length of service of Bell System employees is more than ten years.

Nearly a third of the 315,000 employees own Bell System securities.



A fair deal for the public, the employee, and the men and women who have put their money in the industry is just good business





NEW YORK PREPARES TO PICK A MAYOR OUT OF POLITICAL CHAOS

Headlines in the nation's newspapers Sept. 17 may clear up some of the painful bewilderment etched on the faces of the people above. They are small-fry politicians attending a campaign meeting prior to the primary elections Sept. 16 at which candidates were to be chosen for the third biggest elective job in the U. S.—the Mayoralty of New York City.

In New York, foreshadowing a national trend, the politician's world whose one great law is party regularity has come crashing down on wardheelers' heads in chaos. The heelers above, for example, are Brooklyn Democratic workers who have broken with the regular Brooklyn Democratic machine which has broken with Democratic Tammany which is supporting a candidate for the Republican nomination for Mayor.

For decades New York City politics was perhaps the most orderly affair in the nation. A powerful Democratic machine dominated by Tammany Hall, the Manhattan organization, took care of its faithful year in & out and regularly elected its candidates. About once every 20 years, the independent voters' cumulative disgust at Tammany graft and incompetence would sweep a Republican or Fusion Mayor into office on a great wave of reform. But the reformers were generally poor politicians, popular indignation was allowed to die

down, and at the next election sleepless Tammany would inevitably come back.

Last reform wave was in 1933, when Fusion Mayor Fiorello H. LaGuardia was elected. But this time things were different. In the first place, little Mayor LaGuardia is a superb if unorthodox politician.

Secondly, a simultaneous national reform wave had put in the White House a Democrat unfriendly to Tammany. Deprived of both local and national patronage, and lacking the iron leadership it once had, the Tammany tribe began snapping and quarreling like a starving wolf pack.

Most importantly, a steady population shift was carrying 75% of the city's voters out of Manhattan into the outlying boroughs of Brooklyn, Queens, The Bronx and Richmond. The Democratic leaders of these once subservient Tammany provinces revolted, cast their lot with the national Roosevelt-Farley machine.

Hence on Sept. 16 New York Republicans and Democrats were to choose between: 1) New Dealish Mayor LaGuardia running for the Republican nomination; 2) Tammanyman Jeremiah Titus Mahoney running for the Democratic nomination on an anti-Tammany, pro-New Deal platform; 3) Tammany Candidate Royal Samuel Copeland running for both Democratic and Republican nominations with anti-New Dealism his sole issue.

NEW YORK'S ELECTION WILL ANSWER QUESTIONS VITAL TO DEMOCRACY

Two great questions, both vital to democracy, will be answered when on Nov. 2 New York finally chooses the man who will occupy the Mayor's office in City Hall (left) for the next four years. In Mayor LaGuardia the city now has one of the best public servants it ever had, proven and experienced as are neither Jeremiah T. Mahoney (below) nor Royal S. Copeland (opposite page), his opponents. After long Tammany misrule, he has given the city four years of extraordinarily honest, efficient, progressive government.

Question No. 1: With his record plain to all, will the voters of the nation's biggest city rehire such a servant?

Question No. 2: In a topflight political contest, can a man beat a machine?

By refusing to reward it with jobs, Mayor LaGuardia has split the feeble Republican machine which helped elect him in 1939. He has scorned to build a machine of his own. Against Tammany and the Democratic borough cogs of the great Roosevelt-Farley machine, he now leads a heterogeneous personal following of independents, progressive Republicans, Laborites, radicals.



City Hall is the goal of the Mayoralty contest. Behind it towers the 38-story Municipal Building through which its occupant administers New York City affairs. Built in 1811, City Hall is considered one of the United States' finest specimens of Renaissance architecture.



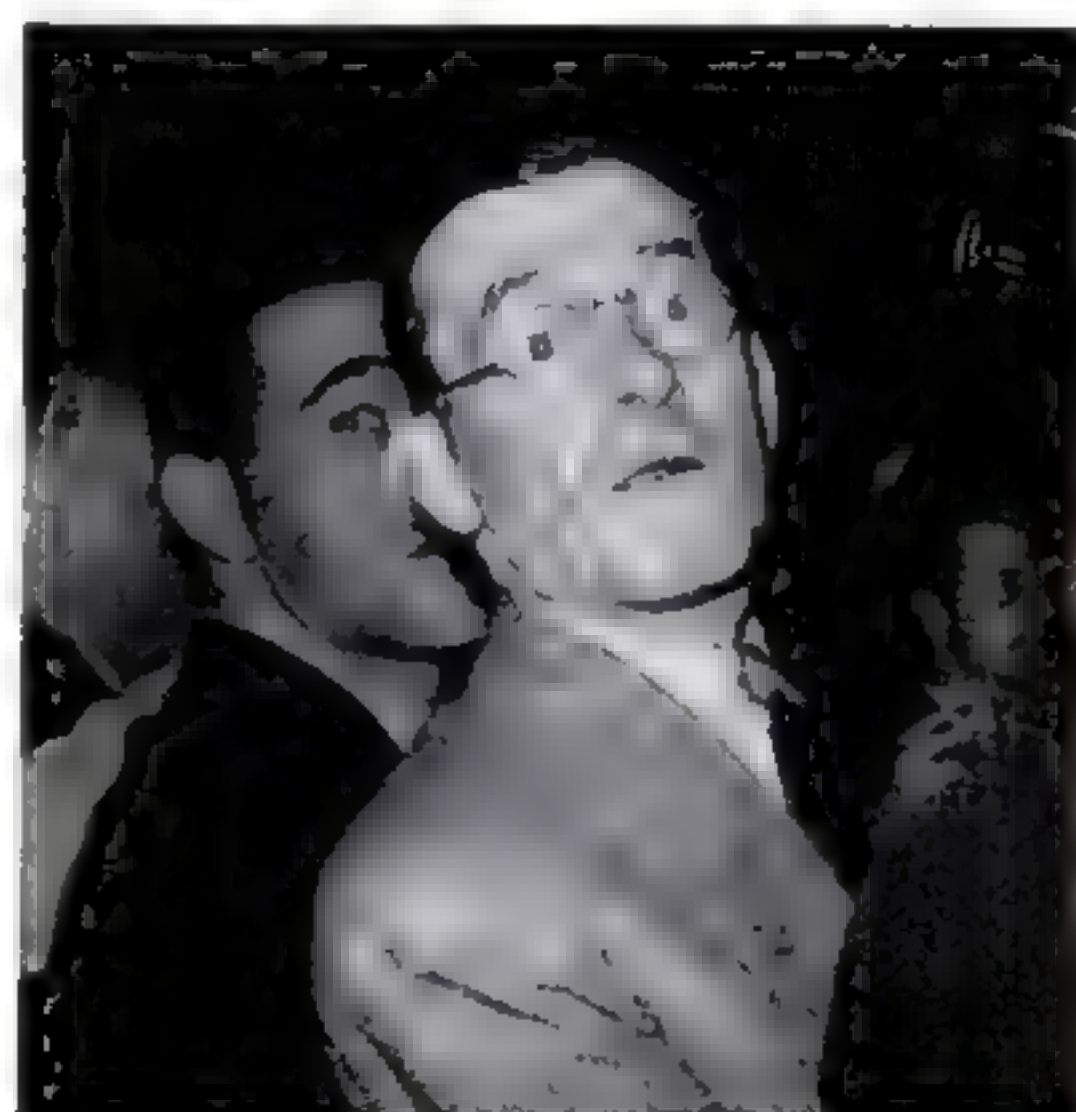
Jeremiah T. Mahoney, the New Deal candidate for Mayor, is a onetime New York Supreme Court justice. Jewish voters recall that as president of the Amateur Athletic Union, this big, likable Irish Catholic opposed U. S. entry in the Berlin Olympics.



Thomas E. Dewey, New York's famous rackets prosecutor, ran unopposed for Republican nomination for Manhattan district attorney. Friend of LaGuardia, he charges a link between Tammany and organized crime.



Tammany Hall, the building, is a three-story, brick and limestone structure located on Union Square at 17th Street. It cost \$300,000, plus \$600,000 for land. It may as well be torn down if Mayor LaGuardia wins again.



Jimmy Walker, Tammany's ex-Mayor, became a campaign issue Aug. 16 when friends got him back on the public payroll just in time to restore the pension rights which he lost by quitting under fire in 1932, qualifying him for a \$12,000-to-\$16,000 pension.



Tammany's Copeland

When he heard that the author of *Dr. Copeland's Home Medical Book* aspired to be Mayor of New York, President Roosevelt's reported comment was: "Haw, haw, haw!" Once the Republican Mayor of Ann Arbor, Mich., bumbling Royal Samuel Copeland, M.D., was 40 when he moved to New York in 1908, en-

listed with Tammany. As a health crusader with a great female following (he still writes a daily medical column for the Hearst press), the No. 1 U. S. doctor-in-politics has stayed in the U. S. Senate since 1923. Anti-New Deal Candidate Copeland's pre-primary plan was to run for Mayor if he got either Party's nomination.

CONTINUED ON NEXT PAGE

THE NEW YORK NEWS SELLS LAGUARDIA'S HUMAN TOUCH TO ITS 1,700,000 READERS

24

★

DAILY NEWS, MONDAY, AUGUST 30, 1937



OUR MAYOR AT HOME

**His Honor Snatches a Day Off
With Family at the Beach**

(NEWS photos by C. Hoff; © 1937 by News Syndicate Co., Inc.)



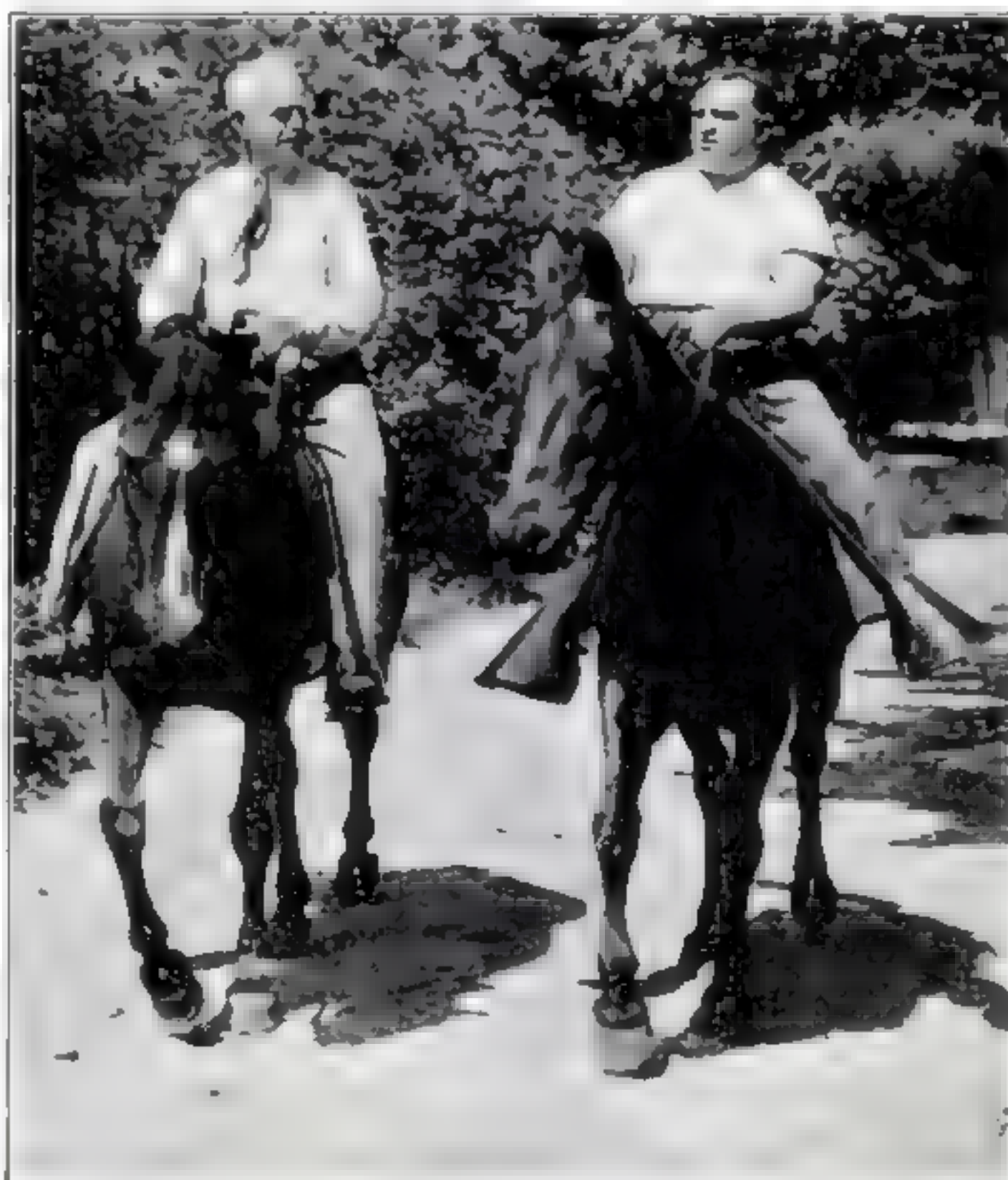
2—Leaving table, His Honor answers phone, connecting him with his job. It rings all day long.



5—Back ashore and the car won't run. The Mayor wrestles with spark plugs, etc., until lunch time. He's a poor mechanic.



6—The Mayor is his own gardener. He is shown above as he cuts the hedge around his Northport Summer cottage.



7—After lunch, he visits Brooklyn Borough President, Raymond Ingersoll, near by, and goes for a ride. LaGuardia learned in Arizona boyhood.

Saluting him as a "modern Lincoln," Republican Sage William Allen White recently nominated Fiorello LaGuardia as Republican candidate for President in 1940. Seconded, Columnist Hugh S. Johnson: "He would be a good President." The first decision on a greater future for LaGuardia will be made by New York's voters, Nov. 2. The New York Press is almost solidly behind him. His

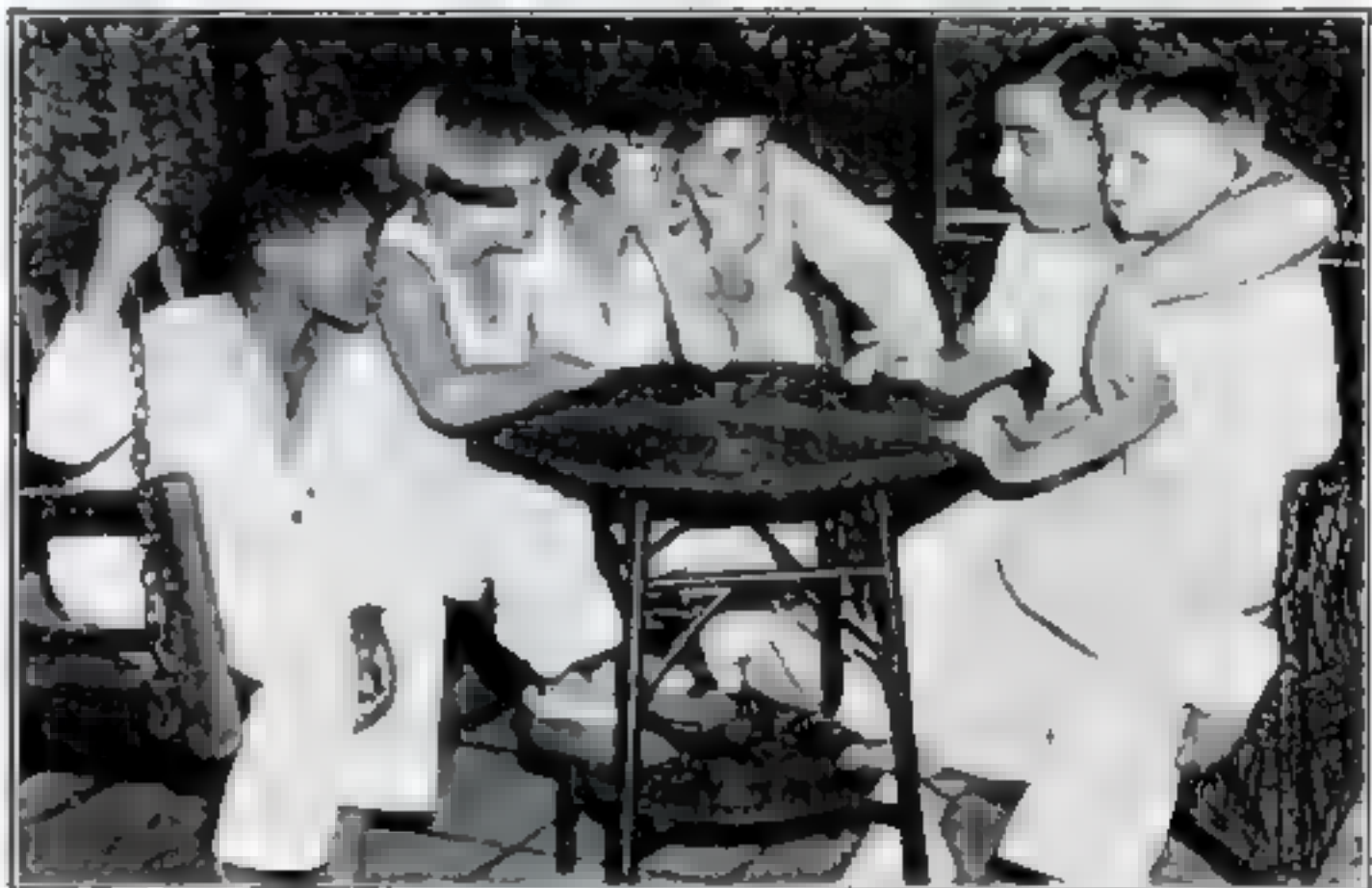
achievements clearly add up to Good Government. But that, unfortunately, by no means adds up to re-election. What may make all the difference is that the fiery little Italian-Jewish Mayor happens to be a showman with plenty of political "It." On these pages you see how the tabloid New York News, biggest U. S. newspaper, went about selling an efficient Mayor to its 1,700,000 plain readers.



3—The Strong Man of New York! LaGuardia takes his children for morning dip at beach adjoining rented cottage, near Northport, L. I.



4—Visiting youngsters join them for a row. L. to r., Eric, Albert Barry, son of the cook and a popular member of the household; the Mayor, little Barbara Bennett, Richard LaGuardia, His Honor's nephew, and Jean. The Mayor finds this easy sailing, as compared to guiding the Municipal craft.



9—Nothing, however, is permitted to interfere with the bedtime story. At nightfall, the kids gather round, in LaGuardia's own version of "Our Gang," after a formal inspection of teeth and nails. L. to r., Albert, Barbara, Jean, Richard, the Mayor and Eric. "And then the big, bad Tiger—er, pardon, I mean wolf, huffed and puffed..."



8—Home again, he spends afternoon at work. The Mayor takes no vacation and his job haunts him, even on week-ends.



10—Finally he settles down for a game of Russian Bank with his wife. They're devoted couple, but she wishes he'd quit politics.

LIFE ON THE AMERICAN NEWSFRONT: CALIFORNIA STARTS SERRA TOWARD SAINTHOOD



In San Carlos Borromeo Mission near Carmel, Calif., pilgrims gathered Aug. 29 to hear a vice-postulator (in pulpit) argue the mission founder's cause for beatification—first step on the long road to Roman Catholic sainthood.



Founder was Brother Junipero Serra, 18th-Century Spanish missionary, who confirmed 8,309 Indians.



Serra's cell has been restored from contemporary notes. It contains exact replicas of the bare wooden cot on which he died; the chain, stone and candle with which he mortified himself.

MRS. DAHL'S PHOTOGRAPH SAVES HER HUSBAND FROM A SPANISH FIRING SQUAD



Harold E. Dahl, an American flier from Champaign, Ill., who fared out to the Loyalists in the Spanish War, was shot down by Insurgents. His execution appeared certain.



Dahl's pretty wife recently wrote to Francisco Franco, Insurgent leader, begging him to spare her husband's life, enclosing this photograph of herself.



Francisco has a pretty wife of his own, shown with him (above). After seeing Mrs. Dahl's photograph, receiving her promise that Dahl would fight no more, he assured her Sept. 9, that Dahl would be spared.

THREE PIONEERS SEE NEW YORK AS FOURTH DIES FROM EXCITEMENT



A free airplane ride to New York was given these four Californians by TWA to mark the opening of a new transcontinental air route. Left to right George Cameron, 96, Mrs. Frances Ryan, 84, George Van Gorden, 91, Adam Moore, 90. All were pioneers more than 60 years ago.



The old men gallivanted with these chorus girls at the French Casino, at the airline's expense. But New York was too much for the old lady. Gasping "this excitement is dreadful," Mrs. Ryan lapsed into unconsciousness, presently died. The old men were not told.

DEATH BY AUTOMOBILE: THE PENALTY OF CHANGING TIRE IN ROAD

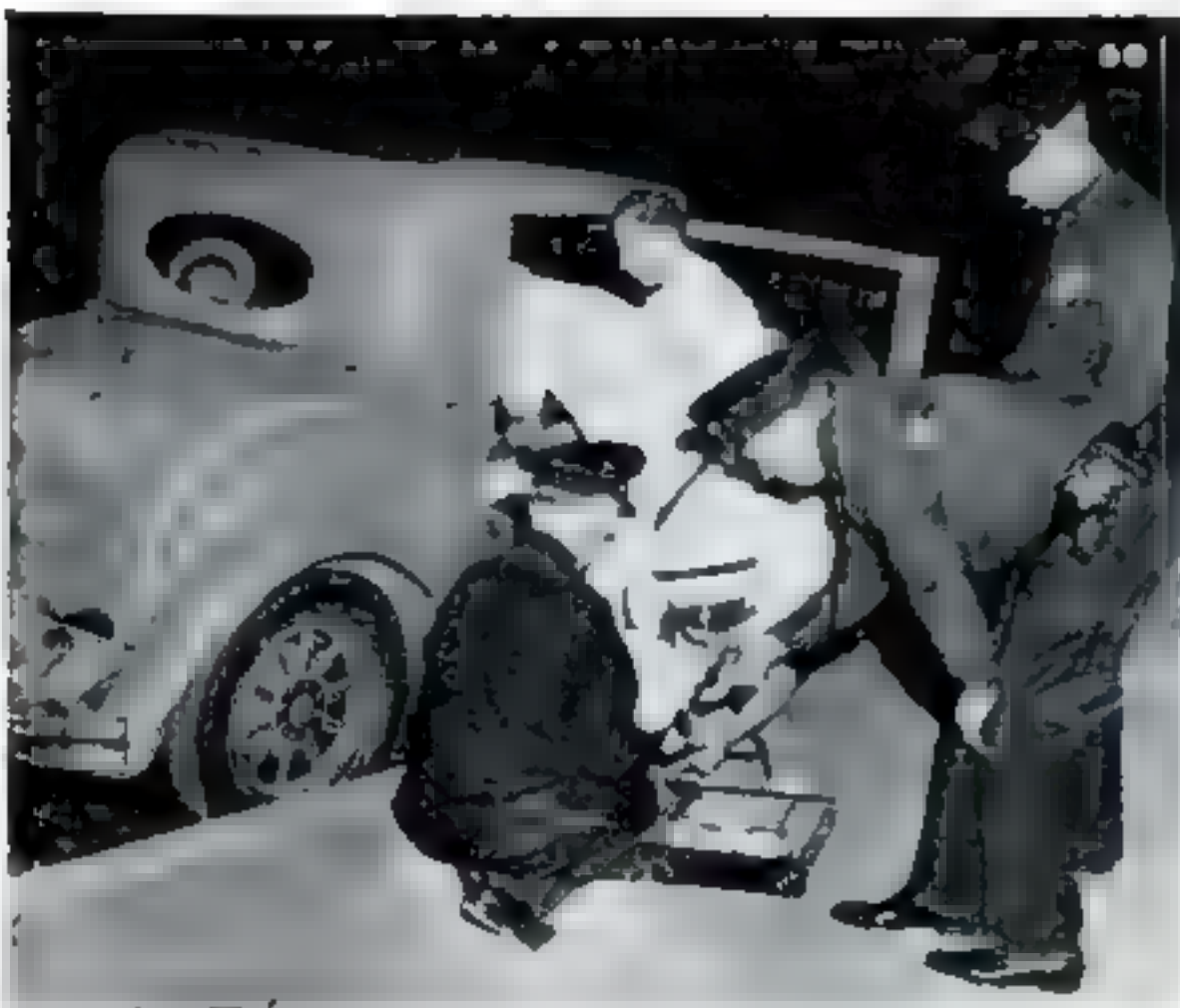


On Grand Central Parkway Extension in New York City the morning of Sept. 5, Edward S. Roth was returning with his wife and nephew from a visit to relatives' graves, cus-

tomary among Jews before Rosh Hashonah (see p. 32). Feeling his left rear tire go flat, Roth stopped to change it. Instead of pulling clear off the road, he went to work right

in the road. Few minutes later a passing photographer took this picture of Roth's nephew comforting his widow after a car approaching from behind had mangled him to death.

BIRTH BY AUTOMOBILE: THE PENALTY OF STARTING TO HOSPITAL TOO LATE



On West Washington Boulevard in Los Angeles, a coupé bearing Mrs. James Athas, who had waited too long to start to a hospital, was met by an ambulance from Georgia Street Emergency Hospital. While two



policemen held flashlights and a nurse and ambulance driver handed instruments from a case on the sidewalk, Drs. Harvey



Johnson and Paul Ritchie attended Mrs. Athas in her curbside accouchement (left). Soon they handed out a squalling baby boy (centre), then helped lift Mrs. Athas to a stretcher (right).

LIFE ON THE AMERICAN NEWSFRONT: BUDGE AND SEÑORITA LIZANA ARE TENNIS CHAMPIONS

On the stadium courts at Forest Hills on Sept. 11, Donald Budge of California (*LIFE*, Sept. 6) beat Baron Gottfried von Cramm of Germany in the finals of the national singles tennis tournament. He thus completed a highly successful tennis year and demonstrated again that no amateur player in the world is his tennis equal. The gentlemanly German star fought hard, pushed Budge to five sets but lost 6-1, 7-9, 6-1, 3-6, 6-1.

In the finals of the women's singles, Jadwiga Jedrzejowska ("Miss Yah-Yah") of Poland met Anita Lizana of Chile to decide who should be champion of the U. S. The brawny Polish typist was

favorited to win but her agile opponent kept her running all around the court, won handily 6-4, 6-2, then fainted as she walked out of the stadium.

A shrewd, versatile player, Señorita Lizana is the first South American ever to win a U. S. national tennis title. Last year she ranked No. 8 among world players. Her speed afoot, her accuracy, the soundness of her ground strokes remind many tennis observers of the great Suzanne Lenglen. In the semifinals, Señorita Lizana beat Dorothy May Bundy who, in the previous round, had provided the greatest surprise of the tournament by eliminating Alice Marble, 1936 champion (*see below*).



The new women's champion, Anita Lizana, is a sturdy but graceful Chilean who has been playing tennis since she was 7 years old. She is 22 now and engaged to a Scotsman.



The runner-up, Polish Jadwiga Jedrzejowska, more simply known as "Miss Yah-Yah" (*LIFE*, Sept. 6), found her power no match for Señorita Lizana's speed and strategy.



The No. 2 amateur player in tennis today is Germany's Baron von Cramm who, with Henner Henkel, took the national doubles title from Budge and Gene Mako this year.



A champion was defeated by a champion's daughter when Dorothy May Bundy (foreground) beat Alice Marble 1-6, 7-5, 6-1. Husky Dorothy, 20, is the daughter of famed

May Sutton Bundy, U. S. champion in 1904 and still good enough in 1929, at 42, to reach a Wimbledon quarter-final. Dorothy lost in the semifinals to Anita Lizana.

3,500 MARKSMEN COMPETE IN NATIONAL SHOOTING MATCHES



At Camp Perry, Ohio, 3,500 marksmen gathered, Aug. 22 through Sept. 11, for the year's most extensive target-shooting event, the National Rifle and Pistol Matches. Directed

by the War Department, the tournament attracts crack shots from the Government services and police forces as well as many civilians. Above are the pistol shooters practicing

at 25 yards. Hottest pistol competition was among teams of policemen. Biggest victories were won by teams from Detroit and Los Angeles, each of which set new records.

DETROIT YACHT CLUB KEEPS GOLD CUP FOR SPEEDBOATS



At the Detroit Yacht Club (above) on Belle Isle, Mich., across from Detroit, ten speedboats raced on Sept. 6 for the Gold Cup, a trophy almost as dear to motorboatmen as the

America's Cup is to yachtsmen. When Count Theo. Rossi de Montelara of Italy won the second of the three 30-mile cup heats, it seemed as if the Detroit Yacht Club, which

held the Cup, might lose it. But in the last race, Detroit's Herbert Mendelson's *Notre Dame*, winner of the first heat, averaged a record 69 m.p.h. to keep the Cup in Detroit.

JEW'S CELEBRATE THEIR HOLIEST DAYS FROM ROSH HASHONAH TO YOM KIPPUR



In synagogues throughout the world, from Sept. 5 to Sept. 13, Jews celebrated the chief holy period of the Hebrew year. The holy days, called the Yamin Noraim, began on Rosh Hashonah, the Jewish New Year's Day, which ushered in the year 5698 (figured from the time when Jewish scripture says that God created the world). The holy days ended on Yom Kippur, Day of Atonement, when all good Jews fast from sundown to sundown.

The first, second and last days of the holy period found every good Jew in his synagogue, worshipping at special services performed only on these occasions. On these pages appear the first photographs ever made of these holiest of Jewish rituals. LIFE was permitted to take the pictures, through the courtesy of Rabbi Bernard Leifer (left, above), at a special service in the synagogue of a Jewish old folks' home in Manhattan, the House of the Sons and Daughters of Israel. In this picturesque synagogue the shofar or ram's horn, whose eerie sound punctuates the Rosh Hashonah service, was blown by Toiya Wildstein (shown at bottom of page), oldest member of the home. Most of the inmates are in their 80's and 90's.



Cantor Landman kneels to chant the special prayer of Rosh Hashonah, called the "Fulling korein." Gnylbeards form a circle to read the responses from Hebrew prayer books.



Jews Go Down to the Rivers on Rosh Hashonah to empty their pockets into the water, chant prayers. In this case the waters are those of New York's East River at Sixth Street.



Jews never kneel in prayer except for the special services on Rosh Hashonah and Yom Kippur. In this picture the Cantor has assumed the "second position," bending forward.



The cohen covers his face as he pronounces a blessing. A cohen is a lay assistant in rituals.



The shofar is blown. Behind the embroidered tapestry is Ark of the Covenant.



The Cantor is helped to his feet by a member of the congregation. This is a gesture of courtesy but every other movement in the prayer is prescribed by Hebrew ritual.



CANTOR ABRAHAM LANDMAN, SURROUNDED BY JEWISH ELDERS, CHANTS THE SPECIAL PRAYER OF KOL NIDRE, THE EVE OF YOM KIPPUR

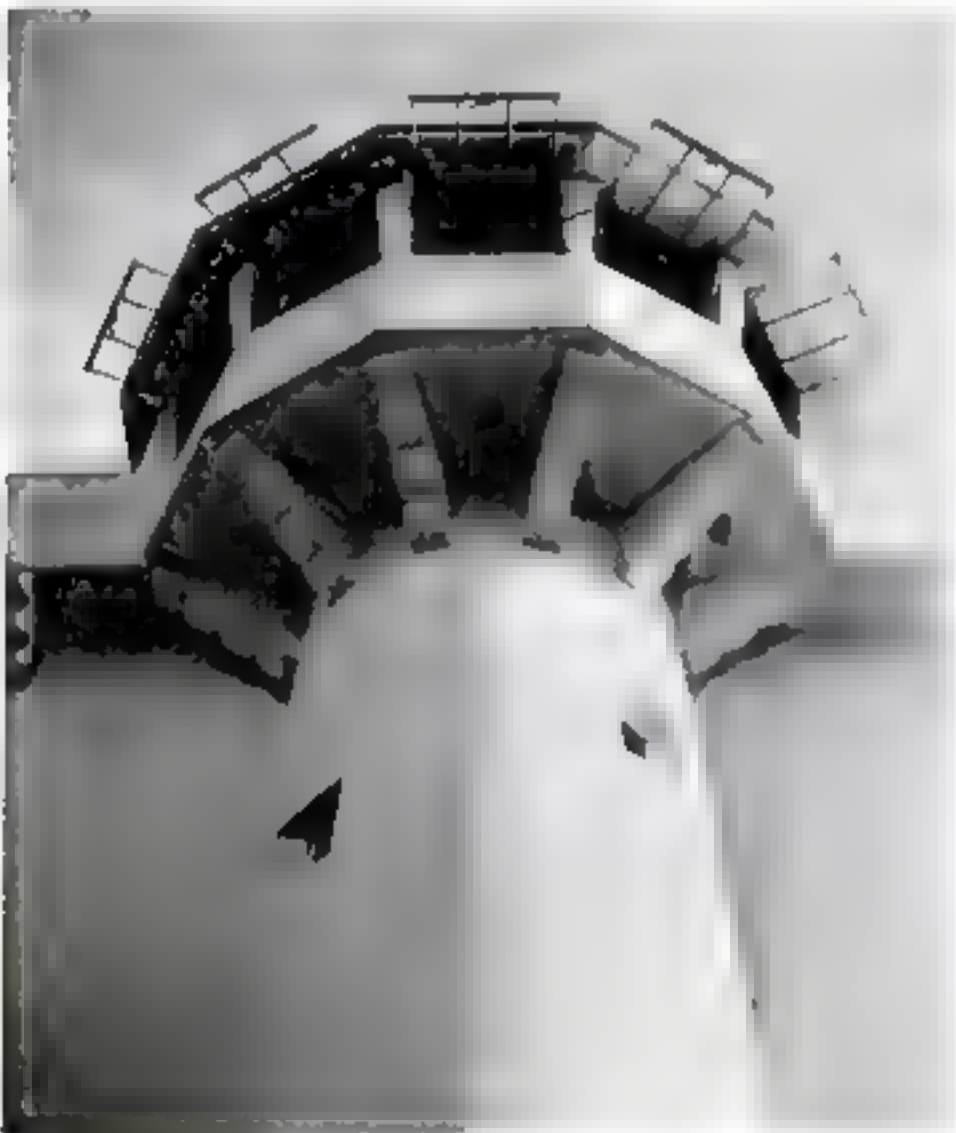
OPENING OF NEW GEORGIA PRISON MARKS BEGINNING OF THE CHAIN GANG'S END



TRENCIES GUARD IRON CAGES ON WHEELS IN WHICH GEORGIA HOUSES CHAIN-GANG PRISONERS

Once again in the news are Georgia's famous chain gangs, last spotlighted in 1932 when the Governor of New Jersey refused to extradite the escaped author of *I Am A Fugitive From A Georgia Chain Gang*. During August, 100 prisoners fled from the gangs in an unprecedented wave of escapes. A gang warden was arrested when a young prisoner died after confinement in a chain-gang "sweatbox." Massachusetts' Governor Hurley refused to extradite an escaped Negro chain-gang prisoner on the ground that he would again be treated "cruelly and inhumanely." Georgia's Governor Rivers retaliated by paroling another Negro prisoner on condition that he spend the rest of his sentence in Massachusetts. More seriously concerned with the wholesale escapes, the Georgia Governor threatened to discharge wardens who let prisoners get away, ordered them to shoot at runaways to kill, talked of restoring floggings.

Another solution to the chain-gang problem appeared in the new \$1,500,000, PWA-built, "escape-proof" State prison near Reidsville, Tattnall County, which Georgia is now opening. It will hold nearly 3,000 of the State's 8,000 prisoners. Its opening marks the beginning of the chain gang's end.



Three watchtowers let guards survey every inch of the new Reidsville prison. Note the loopholes in floor for guns.



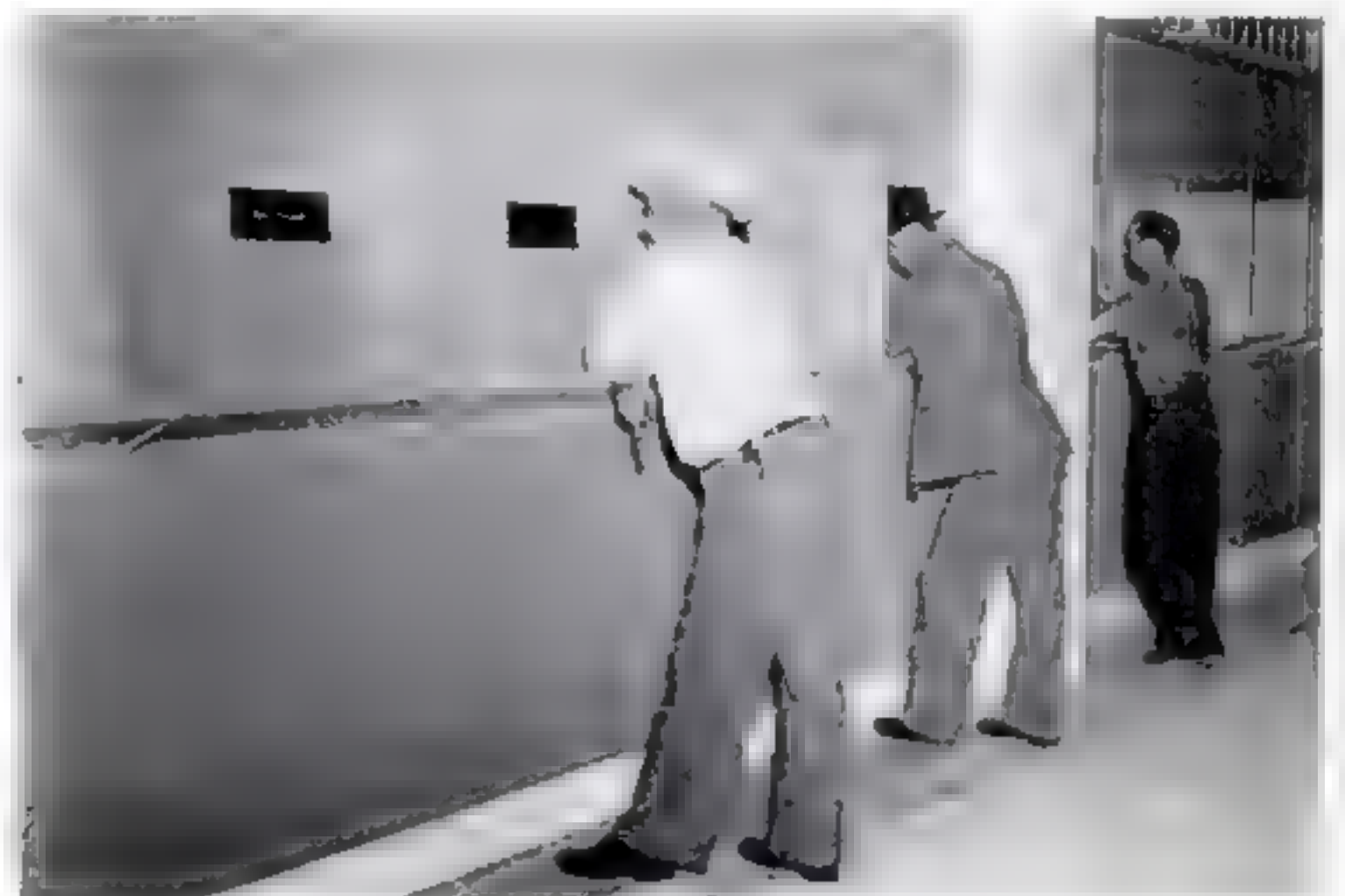
Face washing in the prison's mass lavatories is watched by guards through invisible peepholes in walls and ceilings.



Behind the prison is a quarter-mile annex housing kitchen, shop where prisoners make textbook covers and auto tags.



Face-to-back in the Reidsville dining room sit the first batch of especially troublesome convicts sent to the prison. The well-guarded dining room will seat 1,000 prisoners.



Visitors see prisoners through tiny windows made of plate glass to prevent smuggling. Guards tune in on the built-in microphones through which visitors and convicts talk.



"PINEY WOODS ALCATRAZ"

A thing of grim beauty is Georgia's new State Prison. Beneath its gleaming marble frieze marches an early batch of prisoners, some in stripes as punishment. Prisoners have named the new penitentiary "Alcatraz of Piney Woods." They hate and

dread it, partly because it is as nearly escape-proof as human ingenuity can make it and partly because it puts them inside four walls. Though guards may be cruel, the chain gang at least keeps Georgia prisoners outdoors where they are accustomed to living.



IOWA FARMS—NEARLY 500 SQUARE MILES OF THEM. LIGHT PATCHES ARE HARVESTED GRAIN FIELDS, DARK ARE CORN, PASTURE, FORAGE

THE IOWA FARM: A CORN AND HOG BUSINESS RUN BY MACHINERY

Photographs for LIFE by Wallace W. Kirkland



Farmer Woodruff's house has eight rooms. It is painted white, and the out-buildings are bright orange. This is

the rule on all the 50-odd farms owned or managed by the Roach firm. At left centre, the family's two-hole privy.

The broad farms of Iowa are as neatly patterned (see above) as the patchwork quilts their women-folk sew at Ladies Aid meetings, as fat and fertile as the firm-kerneled corn and great-bellied hogs they nourish. The outstanding farm State of the Union, Iowa produces over one-sixth of the nation's corn and hogs, has 96% of its land in farms (the top U. S. figure), had a farm income last year of \$561,430,000. This year Iowa's share of an estimated U. S. farm income of \$9,000,000,000 (best since 1929) should be some \$600,000,000.

Yet, surprisingly enough, the typical Iowa farmer is a tenant. Over half of the State's 222,000 farms are owned by banks, insurance companies, investors and big farm-management firms like John Roach & Sons of Plainfield. At left you see the buildings on a 271-acre Roach farm in Bremer County, four miles south of Plainfield and 20 miles north of Waterloo. The tenant, Charles Dewey Woodruff, turns in a detailed report to the firm every month. Operating expenses are shared and profits—\$2,600 last year—are split 50-50.

The Roach-Woodruff business is raising crops, principally corn, to feed to livestock, principally hogs. Nearly half of all meat eaten in the U. S. is pork. Pork prices are now at eleven-year highs. But this will not make corn-hog plants like the Roach-Woodruff one as prosperous as it might seem. The reason pork prices are high is that, as a result of last year's severe drought with its billion-bushel corn shortage, farmers have few hogs to sell.



The landlord, Howard L. Ronch, grandson of the firm's founder, is a smart, hard-headed man who knows the business of farm management as well as the science of agriculture.



The farmer's wife, Mrs. Blanche Woodruff, is a prize-winning cook. She runs the house, chickens and vegetable garden, finds time for county fairs, Ladies Aid, Farm Bureau.



The hired man, slow-moving Wilbert Hoppenworth, takes a bath in the milk shed. He represents Iowa's labor problem, for Iowa factories now get the pick of the labor supply.

Carrying factory methods to an extreme, many a big Western farmer now raises a single cash crop and buys his own food in town. But this is not yet true of Charles Woodruff and his kind, and nobody goes hungry in hard times. Below you see him (head of table) sitting down to a noon meal with his threshing crew. The roast beef is from one of his own animals, home-slaughtered and stored in a town refrigerator. The boiled potatoes and beans are from his own fields, the sliced cucumbers and coleslaw from Mrs. Woodruff's

garden. The bread and chocolate pie are homemade, the butter from his own cows.

Tenant Woodruff works hard at least 15 hours a day, from 5 a. m. until his 8:30 p. m. bedtime. But in mind and spirit he is not to be compared with the down-at-heel Southern sharecropper. A man of positive opinions, he is Republican and Methodist, swears freely, does not drink. He is active in Farm Bureau work. He takes the local weekly and Des Moines Tribune, subscribes to seven magazines. Once briefly a garage owner, he knows machinery and likes it.

MIDDAY DINNER IS SERVED AT THE WOODRUFF FARM. WOODRUFF SITS AT HEAD OF TABLE, HIS THRESHERS AROUND HIM. AT RIGHT, HIS DAUGHTER



CONTINUED ON NEXT PAGE



HAY LOADER (S127)

MACHINERY COSTING \$4,557 WORKS THE WOODRUFF FARM

The days when a man set about farming with only a plow and hoe and spade are gone forever from Iowa. The Roach-Woodruff farm is very nearly as mechanized as a factory. Farmer Woodruff does not even milk his cows by hand. His two milking machines cost him \$85. He also has a \$130 cream separator.

The bulk of Woodruff's machinery is for planting, cultivating and harvesting his corn and his oats, wheat, alfalfa and hay. Though he has a team

of work horses, his Allis-Chalmers tractor (\$925) furnishes the prime machine motive power. Some of his machines, which cost a total of \$4,557, you see on these pages. Not shown are: grain blower (\$75), thresher (\$1,000), oat seeder (\$75), corn planter (\$85), ensilage cutter (\$100), corn sheller (\$15), combine (\$850), manure spreader (\$200).

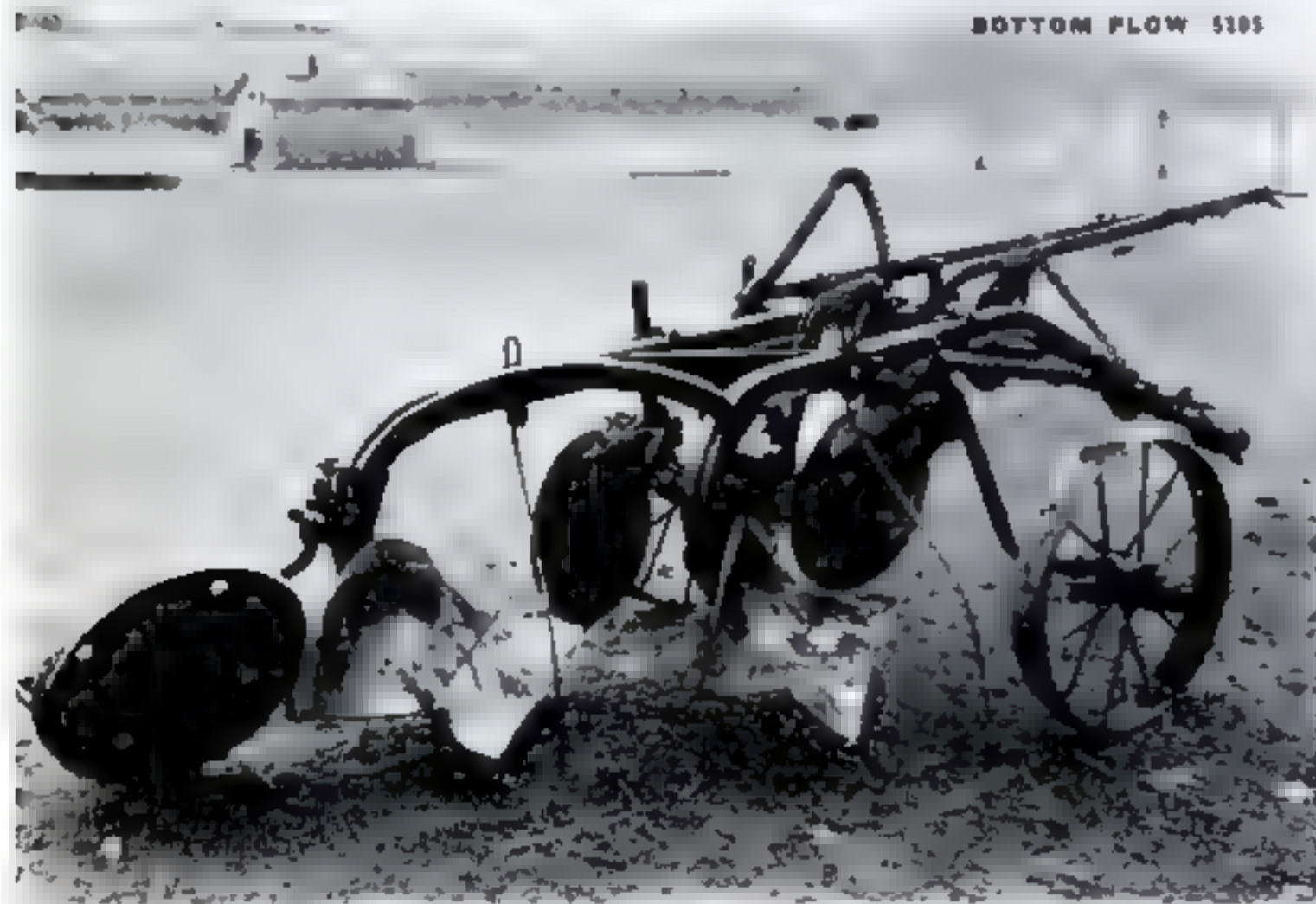
This year Farmer Woodruff figures that 60 machine-tended acres of corn at 60 bushels per acre will feed eleven sows and litters until market time.



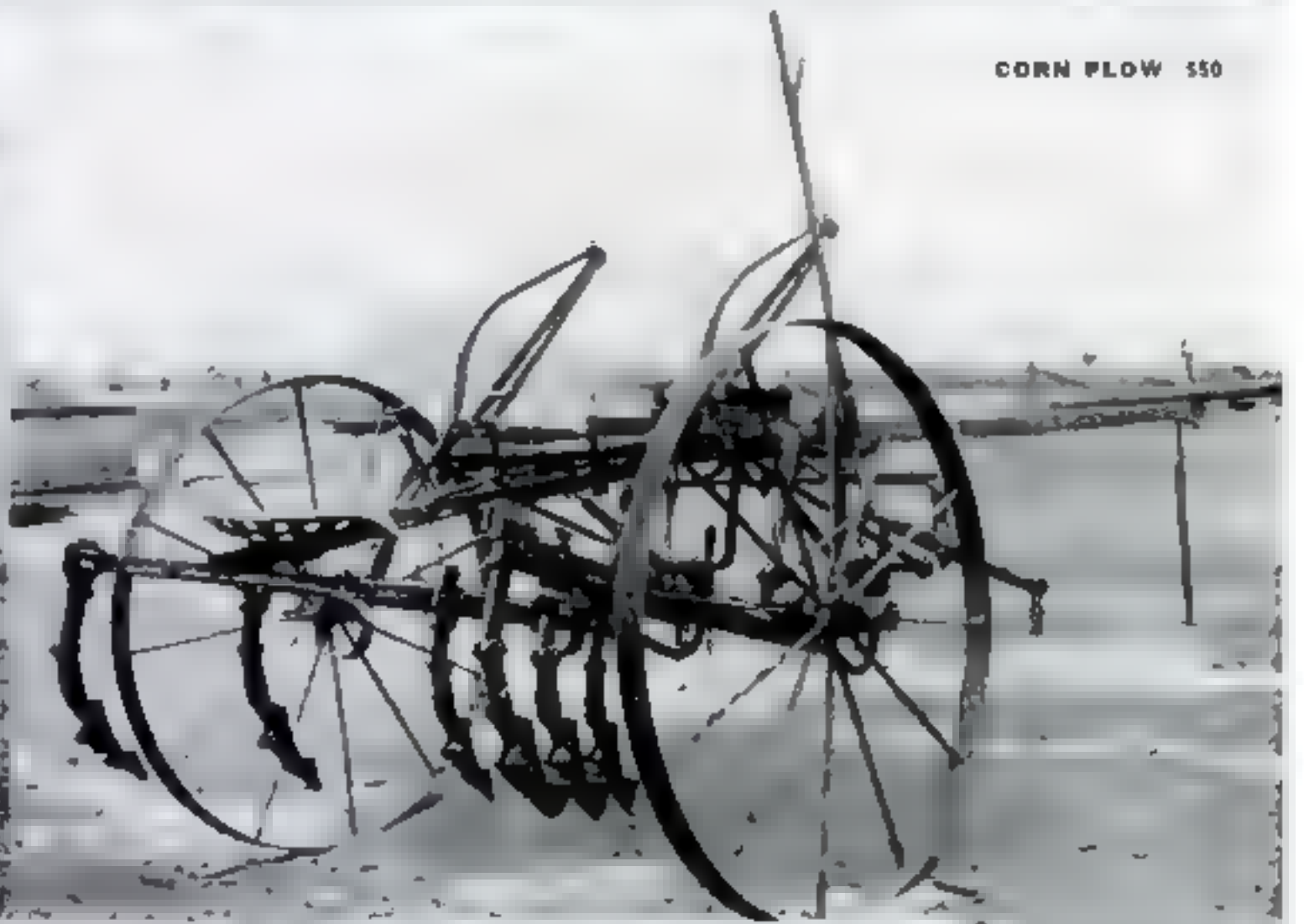
CORN PICKER \$450



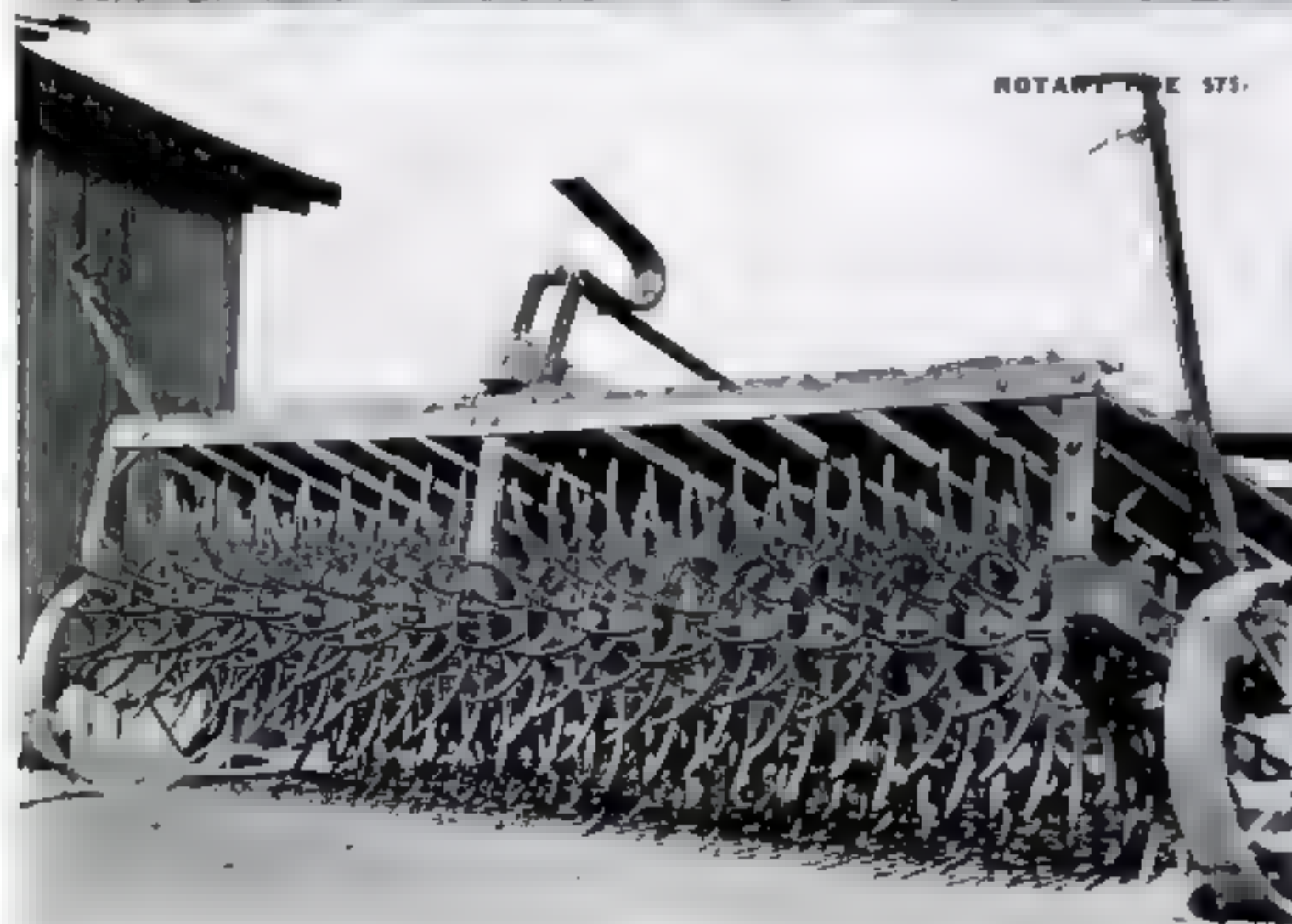
MOWING MACHINE \$31



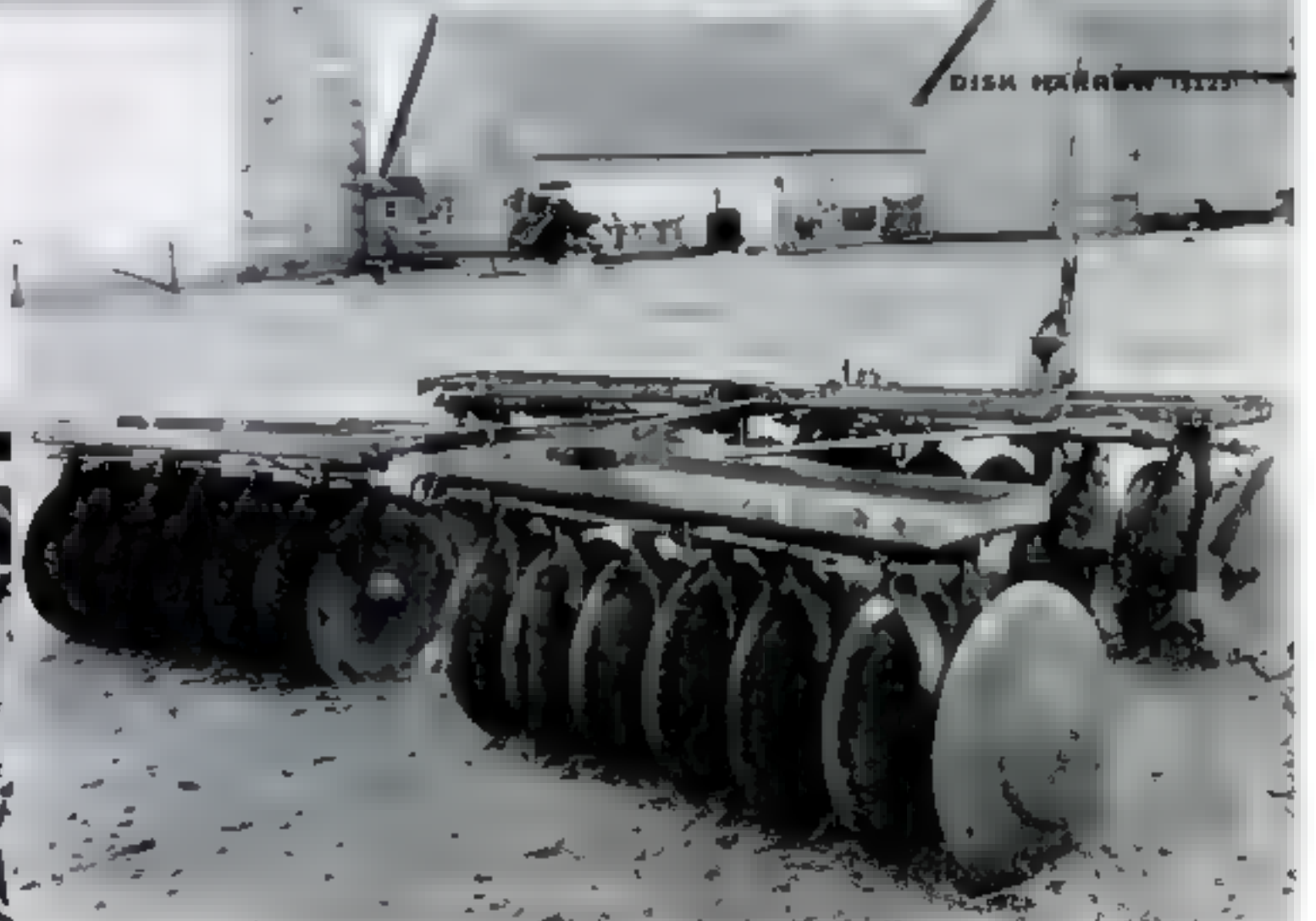
BOTTOM PLOW \$105



CORN PLOW \$50



ROTARY RAKE \$75



DISK HARROW \$125

Iowa Farm: corn-into-pork

(continued)

The wobbly little pig at right calls to mind a phase of the New Deal which may well remain in popular history as long as any other. The AAA killing in 1933 of millions of little pigs before their time, to be made into grease and fertilizer, shocked people as no amount of plowing under of cotton ever did. Many a pious person openly asserted that the Great Drought which followed this wholesale slaughter, withering corn and further reducing the hog supply by making it impossible for farmers to carry their sows over for breeding purposes, revealed the punishing Hand of God.

The AAA program and its effects are over & done. Hogs quickly replenish themselves, as witness the jump in Iowa's hog population this year from 6,500,000 in January to 11,000,000 in June. Charles Woodruff, whose income has risen 30% since the AAA began its price-upping program, goes cheerfully about his business of turning corn into pork. He fattens his sows for slaughter after a single farrowing. After she has suckled one litter (*see opposite page*), a sow grows careless, is apt to crush her piglets to death simply because she is too lazy to move when she rolls on one.



A DAY-OLD DUROC SHOAT. UMBILICAL CORD STILL DANGLING. PIGS WEIGH 2 LB. AT BIRTH



HAVING NO SWEAT GLANDS, HOGS WALLOW IN MUD TO KEEP COOL. EXPERTS SAY THEY ARE, BY NATURE, CLEANLIER THAN HORSES AND COWS

Iowa sows suckling new-born litters



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A HERD OF BLACK POLAND CHINA SOWS FATTENED FOR SLAUGHTER IS LED IN FROM THE FIELDS FOR A BUYER'S INSPECTION



MRS. WOODRUFF (AT FRONT LEFT CORNER) JOINS OTHER LADIES AID SOCIETY MEMBERS IN A QUILTING PARTY AT PLAINFIELD METHODIST CHURCH



HAVING CRUNCHED CLEAN THE CORNCOBBS (AT LEFT), THIS HERD OF CHESTER WHITE HOGS BROWSES FOR LOOSE KERNELS

Pigs never go to market. By the time a pig is big enough for slaughter it is called a hog. Present breeding tendency is away from the enormous animals of the past toward a trimmer hog of around 225 lb. It makes smaller cuts of meat, more suitable for kitchenettes and for families which are growing smaller even on Iowa farms.

Below at right you see the 200-ft. enclosure down which hogs walk on their way from unloading platform to scales at the Rath packing plant in Waterloo, Iowa. Reason for

this long waddle is to make the hogs excrete, before weighing, as much as possible of the extra food with which farmers stuff them just before marketing.

There is no present danger of an acute retail pork shortage. After last year's drought corn failure, which caused farmers to dump their hogs on the market, packing plants protected themselves against an expected shortage by buying and storing. The fall farrowing season is at hand. A good prospective corn crop this year promises well for the future.



SQUEEZE AT SLOP BARREL (ABOVE) STUDY IN PIGTAILS (BELOW)



DORIS LEE: AN AMERICAN PAINTER WITH A HUMOROUS SENSE OF VIOLENCE



DORIS LEE SIPES AN OLD-FASHIONED ON HER LAWN AT WOODSTOCK, N. Y.



"Fancy giving a \$500 prize for an awful thing like that," said Chicago's Mrs. F. G. Logan (left) inspecting Doris

Lee's prize-winning *Thanksgiving*. "The most pathetic part of all is that we cannot possibly withdraw the award."

Doris Lee was born Doris Emrick in 1904 in Aledo, Ill. Because her great-grandfather had retired from farming to paint in oils and because her grandmother was a persistent whittler and carver in wood, her parents were not surprised when Doris began filling pads with childish sketches. Because her father was a successful small-town merchant-banker who regarded his daughter's exuberant tomboyism with misgiving, Doris was sent to a smart Lake Forest boarding school to learn to be a lady. Later she went to Rockford College from which she graduated in 1927. Married shortly after to Russell Lee, a chemical engineer, she subsequently studied art in Paris and Kansas City and San Francisco.

Since 1931, Mrs. Lee and her husband have lived at Woodstock, N.Y. and there she has found an outlet for her excess vitality in painting good-humored, zestful scenes, many of them tinged with violence. In 1933 her *Thanksgiving*, a sort of comic valentine farm kitchen scene (below, left), brought her both kudos and notoriety by winning the \$500 Logan prize at the Chicago Art Institute and a salvo of abuse from Mrs. Logan. Its bustle and bounce and sly humor are also to be found in such excellent Doris Lee paintings as *Catastrophe* and *Hudson River Excursion* and *Noon* for colored reproductions of which see the following two pages. Note especially how *Catastrophe*, for all its violent subject matter, manages to convey a fantastic, almost holiday impression.



Doris Lee's favorite pet is Punko, a mammoth striped tiger cat that weighs 17 lb. and is death on nearby rabbits.



Doris Lee's sporting interests are reflected in the stuffed birds and fishing and hunting paraphernalia in her studio



DORIS LEE'S *CATASTROPHE* HANGS IN THE METROPOLITAN MUSEUM. IT WAS PAINTED A YEAR BEFORE THE *HINDENBURG* DISASTER

CONTINUED ON NEXT PAGE



"Hudson River Excursion" shows the *Ida*, junked six years ago, on which Artist Doris Lee & friends made many a nocturnal trip. This painting is deliberately suggestive of Currier & Ives prints.

"Noon" (below) is a bucolic lunch-hour love scene inspired by the Woodstock (N. Y.) countryside where Doris Lee and her husband live. The slice of pie remaining in pan at lower left is pumpkin.



DORIS LEE (continued)



IN THE RUNAWAY EVERYTHING IS IN VIOLENT MOTION: GIRL'S HAIR, HORSE'S TAIL, FLYING BIRDS, WIND-TOSSED TREES, SCUDDING CLOUDS



DORIS LEE ALSO LIKES TO PAINT FISHING SCENES LIKE THIS



DORIS LEE FISHES FOR BASS IN THE ASHOKAN RESERVOIR

Doris Lee is tired of having people quote it but her best remark apropos her work is: "What I feel is a sort of violence." This quality is well exemplified in the three paintings shown on this page. The girl in *The Runaway*, her hat blown off, her hair streaming, is the last word in defeated horsemanship. Though the rider is obviously in a serious predicament, Artist Lee has managed to keep the violence in her picture definitely comic.

In *Landscape With Fisherman*, on what is apparently a fly rod, the man has hooked what seems to be a record brook trout—about three-quarters the length of his entire arm. The dead branches sticking up from otherwise luxuriant trees are a touch of desolation typical of most Doris Lee landscapes, whether peopled with fishermen or hunters.

In *Winter In The Catskills*, what might otherwise have been a quiet scene of wintry sport is given a touch of violence by the tangle of falling skaters in the foreground and by a red sky. Asked by a friend why she had painted the sky this color Mrs. Lee put the painting back on her easel, worked on it some more. When she took it down the sky was redder than it had been before and so it remained. In all these pictures Doris Lee, an active and competent outdoor sport, paints whereof she knows. As vigorous as she is attractive, she spent a large part of one winter improving the view from her hilltop studio by chopping down trees all by herself.



WINTER IN THE CATSKILLS. FOR SALE AT MANHATTAN'S WALKER GALLERIES FOR \$600

SCIENCE & INDUSTRY



THE GIANT SLOTH LIVED ALONG THESE BARREN ROCKY BANKS OF THE COLORADO RIVER IN 10,000 B. C.

CARNEGIE EXPEDITION TRACKS PREHISTORIC GIANT SLOTH TO ITS LAIR



Giant sloth, as reconstructed in this drawing by Scientist Laudermilk, looked like this. It had massive hindquarters, a long tail, terrific claws, and a shaggy coat of hair.

Some 20,000 years ago bulky, slow-moving giant ground sloths shuffled and waddled across the rugged terrain of the upper reaches of the Colorado River (above) in northern Arizona. Most of the day, these powerful animals slept in caves. Mornings and evenings they foraged for food, devoured whole branches from spiny yucca trees.

On the trail of these prehistoric monsters two scientists, Jerome D. Laudermilk and Philip A. Munz, of Pomona College, Claremont, Calif., this summer followed the Colorado River up to Rampart Cave, recently spotted as a sloth lair. Guided by Willis Evans, an Indian and an archeologist, who discovered it, the expedition scaled the precipitous canyon walls, gained entrance to the cave. They found a deep recess which looks exactly as it must have when the last sloth left it to perish from unknown causes. Carpeting the floor were sloth droppings which had been perfectly preserved for centuries in the dry desert air, away from wind and rain. With bags of sloth dung slung over their shoulders, the scientists returned to Pomona laboratories to analyze their finds. Anticipated results: knowledge of the sloth's herbivorous diet, hence of the early plants and climatic conditions which existed at the time in this now arid region.

Biggest reconstructed skeleton of the giant sloth shows it weighed a ton, measured 18 feet from nose to tail. Its molar teeth, deeply set in their sockets, were eight inches long, grew continuously throughout the life of the animal to compensate for wear caused by lack of hard enamel coating.



Goal of the expedition was Rampart Cave, shown here by the arrow at the base of sheer cliffs which line the Colorado River



Clambering up steep rugged slopes, the party trailed its quarry to the deep recesses of the cave. The giant-sloth

expedition was financed by the Carnegie Institution of Washington, D. C., headed by Geo-chemist Laudermilk.



INSIDE RAMPART CAVE SCIENTISTS FOUND THESE DUNGBALLS, ONLY VISIBLE TRACES OF THE SLOTHS WHICH ONCE LIVED THERE

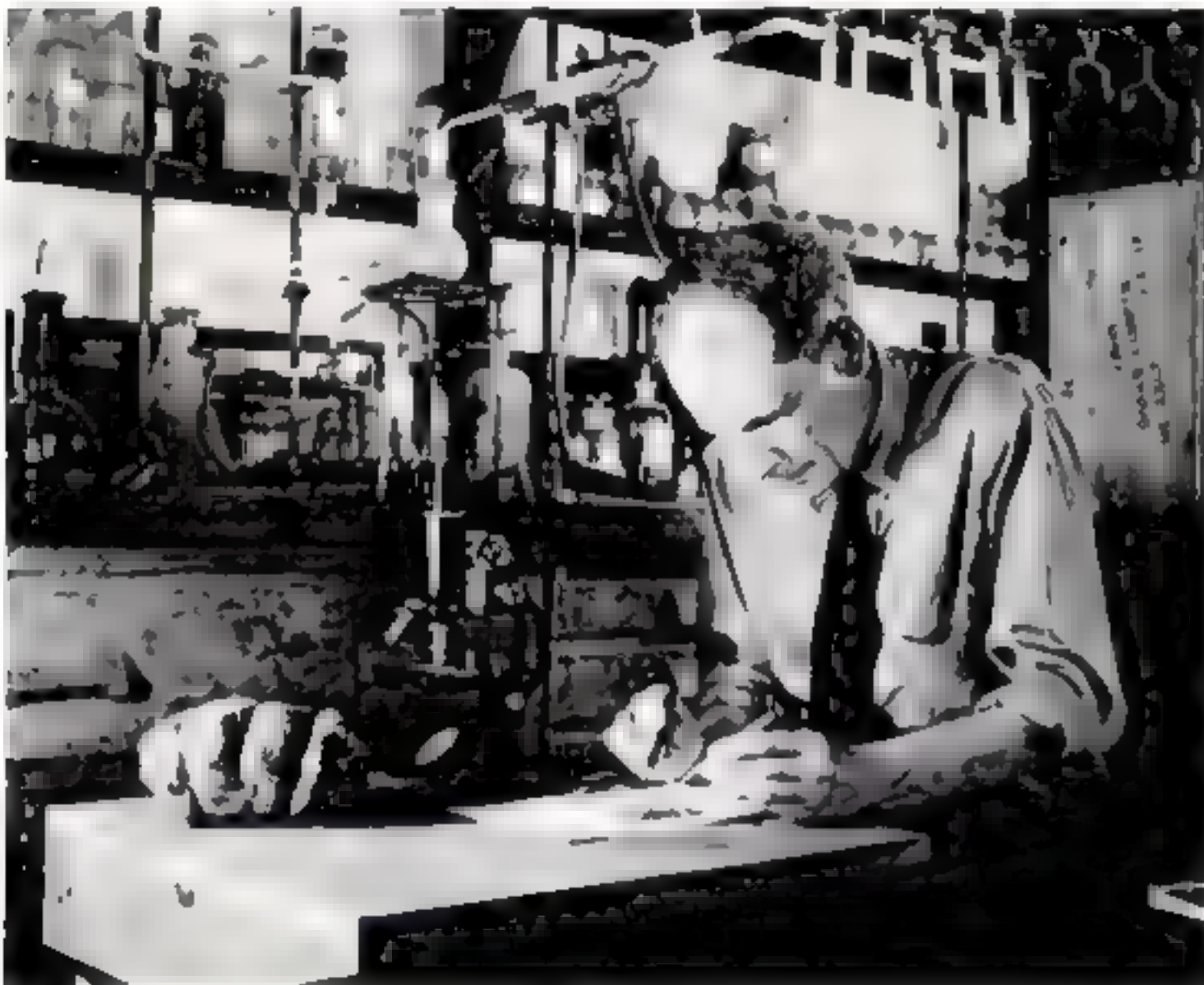
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The entrance to Rampart Cave is not easily reached, even by agile men. Scientists marveled at the way in which sluggish sloths hauled themselves in and out of this hole in the cliff.



Silhouetted in the opening of Rampart Cave, the party makes plans for exploration of the many winding recesses and tunnels which run back several hundred feet into the cliffs.



Leader Landermilk, back in the Pomona College research laboratory, analyses a specimen of coarse red sloth hair. At left on table is an excellently preserved sloth-dung specimen.



Massive build of the giant sloth is well demonstrated by this comparison of the human (white) with the heavy sloth femur, the bone extending from hip to knee. The size of the sloth femur indicates the strength and power which the giant sloth must have possessed.



Scratching post of giant sloths is this rock, worn smooth by continual rubbing. In South America one species of sloth is believed to have survived until after the appearance of early man and may have lived simultaneously with man in some caves in Patagonia.

IF YOU'RE A JUGGLER - DON'T READ THIS AD !



free

"The Party's On" — A new and interesting book set on unique party ideas and games for young and old. Ask for your copy wherever Lowmaster Products are sold.



If you can hold a brimming glass without spilling a drop on your best bib and tucker, if you can balance a plate of hors d'oeuvres on your kneecap, while you select your favorites from all the goodies that parade by, then you don't need a Toastmaster Hospitality Tray Set.

But few of us are jugglers. This highly civilized party accessory was not designed for them. It was assembled for the comfort and convenience of ordinary mortals who don't know where to put the fruit salad when the smoked salmon is going by.

Feast your eyes on the 1938 Toastmaster Hospitality Tray pictured here in all its gleaming glory — star performer at cocktail and bridge parties, and at those delightful informal gatherings and unexpected suppers. The large master tray, finished in walnut or mahogany (take your choice), is the base of operations.

Its lustrous finish is proof against the stain of alcohol or coffee. With this set come individual lap trays that will hold more food and drink

than you ought to eat if you care a gingersnap about your waistline. The relish dishes are of Duran glass—and there is a sharp little toast-trimmer that goes snick and divides crisp brown toast in two in a trice. Then, the Toastmaster Toaster, a delight to the eye, a paragon of efficiency.

TOASTMASTER Hospitality Tray

TOASTMASTER PRODUCTS—2-slice fully automatic toaster, \$16.00 with choice of Hospitality Trays, \$19.95 or \$23.50—folding stand, \$5.95; 1-slice fully automatic toaster, \$10.50, Junior toaster, \$7.50, automatic Waffle-Baker, \$12.50

You set the indicator to the kind of toast you want light, dark or golden brown, put in the bread slices and press down the handle.

Tick, tick, goes the clock and before the life of the party comes to the climax of his story—up pops the toast, piping hot, ready to serve.

Due to the Flexible Timer, every slice of toast is exactly like the slice that popped out before—crisp and crunchy—just the way you like it best.

No other toaster has this important feature.

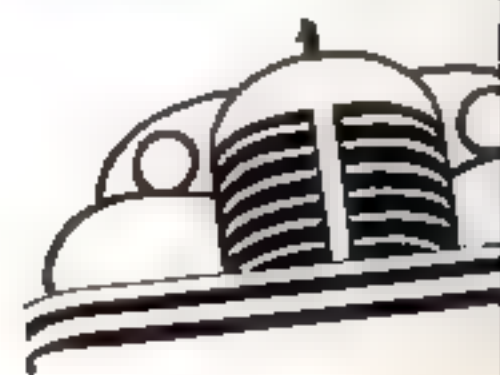
Here the party season is upon us. Put your guests at ease.

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Auto



DETROIT, MICHIGAN

VOL. 28

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modern structure was de-
e possible better craftsman-
strain. In addition, the en-
the new plant is said to pro-
efficiency in the placement
mping machines, unloading
materials.



"BIG-CAR Luxury at Small-Car Cost" is Keynote of De S

Summing up what De Soto stands for
from the viewpoint of today's buyer,
Byron C. Foy, President, DeSoto Divi-
sion, Chrysler Corporation, in a confer-
ence in Detroit recently with leading
DeSoto dealers, used seven words: "Big-
car luxury at small-car cost."

but also the most impressive in appear-
ance, in comfort, in riding ease, and in
appointments that immediately register
with today's experienced buyer. It is
all these things and more... it is funda-
mentally a car of far greater value than
the price suggests.

"Smartness, of course, is of paramount
importance in any automobile today.

story. The d
of us, is value
more for your
"As eviden
sales this ye
tinctive
terist
imag
score

DEALERS

Service and a Square Deal

DESOTO DEALER SERVICE BENEFITS OWNERS

*keen interest by
De Soto Service Men*

DE SOTO OWNER POLICY MAKES HIT

*Great Car, Fine Service and
Square Deal are what
Car Buyers Look For*

Car buyers these days are showing a definite preference for the automobile dealer who is more than "the man who sold us the car."

According to a recent nation-wide survey among 1937 buyers, one of the important reasons for selecting De Soto cars was "the high-grade type of dealer representing De Soto, the reliable way he does business, and particularly the interest he shows in the car after the sale."

De Soto policy, this survey indicates, is to "assure a square deal and fine service as well as a great automobile."

The De Soto dealer clearly recognizes that he is in business to make and keep customers satisfied by taking care of their requirements not only when the car is bought but as long as the car is in operation."

RITZ GOES TO SCHOOL



It's catching—this idea that Ritz is the best part of a party! It didn't take the sorority long to discover how "absolutely divine" the cracker with the nut-like flavor tasted with spreads, cheese and beverages—and how it added delight to a midnight feast. For Ritz is just the kind of gay, exciting cracker young moderns want. It has graduated *with honor* from every college in the country!



Recess for Sixth Graders means Ritz and a bottle of milk—and how they love it! Irregular verbs are practically painless when taken with plenty of these crunchy, golden crackers. Every drop of milk goes, too, when accompanied by Ritz. That's why mothers encourage youngsters to eat them. It doesn't take much urging, however—a Sixth Grader knows a good cracker when he tastes it.



Campus Co-ed who knows how the boys' taste runs. The young lady has already learned one of her most important lessons—and the school term has just begun. It's simply this! Men never say "no" when you pass them the Ritz. They can't resist its "come again" flavor!

FREE! A fascinating book, "50 Delicious Desserts"—with delectable, easy-to-make recipes that will brighten any menu. Write National Biscuit Company, 449 West 14th Street, Dept. 94, New York.



Look for this **SEAL OF PERFECT BAKING** which identifies products of **NATIONAL BISCUIT COMPANY**

MOVIES: HOLLYWOOD GROOMS A NEW FLOCK OF STARLETS



Margaret Tallichot was discovered by Carole Lombard while working as a studio secretary and is now rumored for the part of Scarlett O'Hara in *Gone With The Wind* (LIFE, Aug. 29). Her career requires her to assume this silly pose.

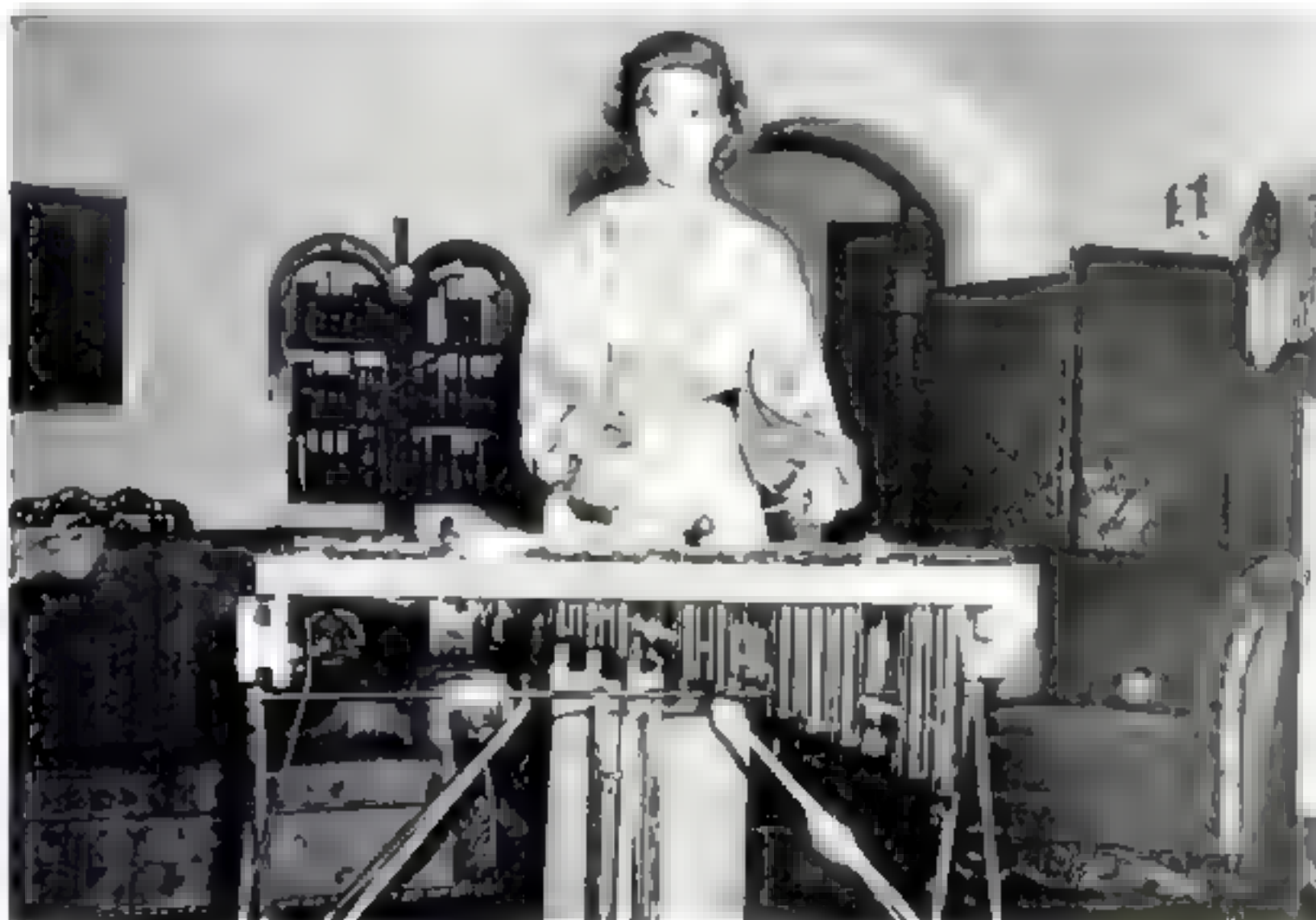


Joan Fontaine changed her name from Joan de Havilland to avoid trading on the reputation of her sister Olivia. She gets her big chance as Fred Astaire's next leading lady. The picture above, RKO says, shows her "acquiring pose."

Each year thousands of U. S. girls, with all degrees of beauty, personality and talent, parade before the eyes of the Hollywood movie-makers. Week by week a few are picked out, screen-tested, tried in small parts. By autumn, when the new cinema season opens, the studios have narrowed their selections to a handful of hopefuls. These become "starlets," the most carefully fostered and hopefully watched members of the movie world. Each year the selecting process costs the studios \$2,000,000. Many more millions must be spent before the movie-makers will know whether their guesses were right or wrong.

On this and following pages are some of the most promising 1937 starlets. All will get their big chance soon. Meanwhile it becomes all-important to get their names and faces into the public mind. They are the special protégées of the publicity departments. They must pose riding motorcycles, playing xylophones, balancing on stepladders, showing what to do about a cold. Most of all they will pose in bathing suits for what press agents call "leg art."

One year from now the studios will have a pretty good idea which of these starlets have "clicked" with the public. Those who have not may continue in bit parts, marry men on the lot or go back home. The studios will be more than satisfied if one or two go on to become the Crawfords and Lombards of tomorrow.



Nan Grey, who was christened Echol Miller in Houston, Tex., went to Hollywood with her mother for a vacation. Spied by an actor's agent, she was offered three contracts at once. After a string of small parts, she got her first sizable role as one of the girls in Universal's *Three Smart Girls*.



Joan Chaborn poses on a studio motorcycle to indicate that she is "going places." Born in Hanover, Mich., she went to Hollywood and got a job as Barbara Stanwyck's double. After a term in the M-G-M dramatic school, she had a bit part in *The Great Ziegfeld*, is currently appearing in *Bad Guy*.

CONTINUED ON NEXT PAGE

OF THESE NINE STARLETS (\$20,000 A YEAR)

Three things make a starlet: beauty, personality and talent. Studio scouts (who are misnamed "talent scouts") look first for the beauty and personality, on the theory that if a girl has these her talent may be developed.

When the movies were younger the usual way to get into them was to go to Hollywood, get a job as an extra and hope to be "discovered" by some producer or director. Most of the reigning stars arrived by that route. But in the late 1920's the flow of pretty girls to Holly-



Olympa Bradna is so named because she was born to the Bradna family of vaudeville performers between afternoon and evening shows at the Olympia Theatre in Paris. She is 17. Olympa got into the movies by way of a floor show in which she displayed what Walter Winchell called "a lotta umph." She made a small hit in Paramount's *Souls at Sea*.



Barbara Read, who wears the "U" of Universal Pictures, was born in Port Arthur, Canada, the daughter of a contractor. After six months under contract to Columbia, where she was paid but not used in a single picture, she quit in disgust, played for two years in a stock company and was rediscovered by Universal. She won praise in *The Road Back*.

Lynne Carver (left, below) was Virginia Sampson of Lexington, Ky., before she got a part in *Maytime*. She is married to Nicholas Naylark, nephew of M-G-M's President Schenck. **Juno Lang** (right, below) spent four years on the Fox lot, ostensibly acting but actually posing for publicity pictures. Then she was rediscovered and promoted by Darryl Zanuck.



Phyllis Brooks gives movie audiences a vague feeling that they have seen her face before. They have—in advertisements. Her face in an Ipana tooth-paste ad caught a talent scout's eye. Dissatisfied with her progress after six months in Hollywood she went to Broadway, made good in *Stage Door*, returned to the screen in *You Can't Have Everything*.

ONE WILL SOMEDAY BE A STAR (\$200,000)

wood became a deluge, causing producers to barricade themselves in guarded studios behind locked doors. It is now so hard to "crash" the movies from the bottom that the Central Casting Bureau estimates the odds at 100,000 to 1. Ambitious girls are urged to stay home, win some local fame and be discovered by a studio scout.

Here you see nine of this year's crop of starlets. Their average age is 19, and their average pay is \$20,000. And by the law of averages only one of them is destined to become a great \$200,000-a-year star.



Judy Garland, born Judy Gumm, was 12 years old when, in applying for work at M-G-M, she said she had had eight years of stage experience. That was correct. Her parents were vaudeville players and Judy helped out. She is now 15 and has made a hit with her song, "Dear Mr. Gable" in *Broadway Melody of 1938*. Her favorite reading is funny papers.



Gloria Dickson found her route to fame through the Federal Theatre Project. A banker's daughter from Pocatello, Idaho, she joined the Federal Theatre in Los Angeles to get experience and was spotted by a Warner Bros. scout. Neither as beautiful nor as glamorous as most of the starlets, she displayed greater acting ability in *They Won't Forget*.



Virginia Gray is a native Hollywood girl, daughter of the oldtime comedy director, Ray Gray. Her dancing got her a part in an M-G-M short, followed by a contract. Miss Gray recently announced herself in the market for a husband with the following qualifications: athletic, six feet tall, "very black" hair. He need not dance but must be able to sing.

Ann Miller tried for two years to get work in the movies, then gave up and got a job dancing in a San Francisco night club. Presently she was back in Hollywood as a "discovery" of comedian Benny Rubin. Cast as the dancing partner of Ginger Rogers in RKO's forthcoming *Stage Door*, she makes the most of a small part, displays a talent for comedy.



CONTINUED ON NEXT PAGE



KICKING CAROLE LOMBARD

The starlets on the three preceding pages possibly think that once they become stars their troubles will end. If so, let them contemplate the picture above. It was made on the *Nothing Sacred* set at Selznick International studio, during the filming

of a scene in which Fredric March and Carole Lombard stage a rough and tumble. Director William Wellman, a stickler for realism on the screen thought that March was being too gentle with Miss Lombard. He is demonstrating how she should be kicked

SEPTEMBER, 1937

LISTEN



VOL. 1, No. 2

An 8 Page Advertisement of the Radio Corporation of America



"THIS IS THE NATIONAL BROADCASTING COMPANY"

IN THIS ISSUE



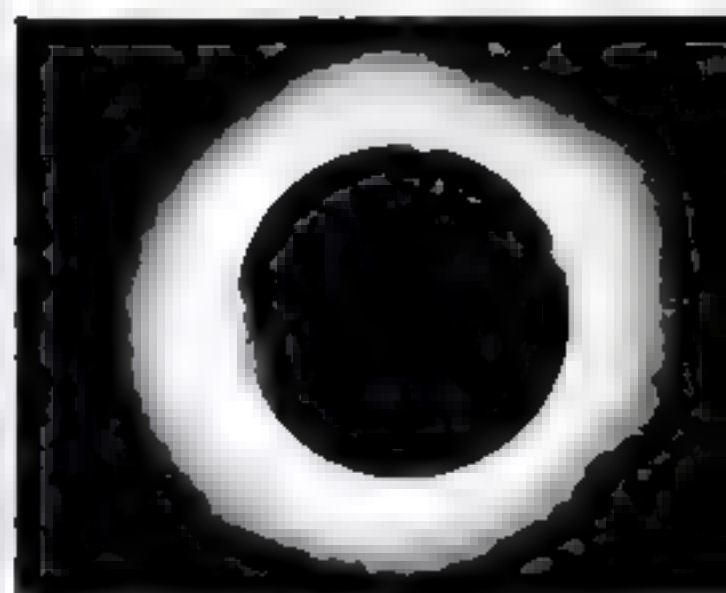
MAESTRO
Scene: Salzburg

PAGE
6



LARGEST "MUSIC MAKER"
Not an Organ—guess?

PAGE
4



BLACK-OUT
NBC's World Newsfront

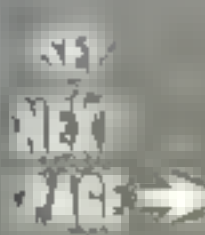
PAGE
4



BIGGEST BEAN-POLE
WJZ Antenna

PAGE
6

WHAT IS AMERICA'S No. 1 ATTRACTION?

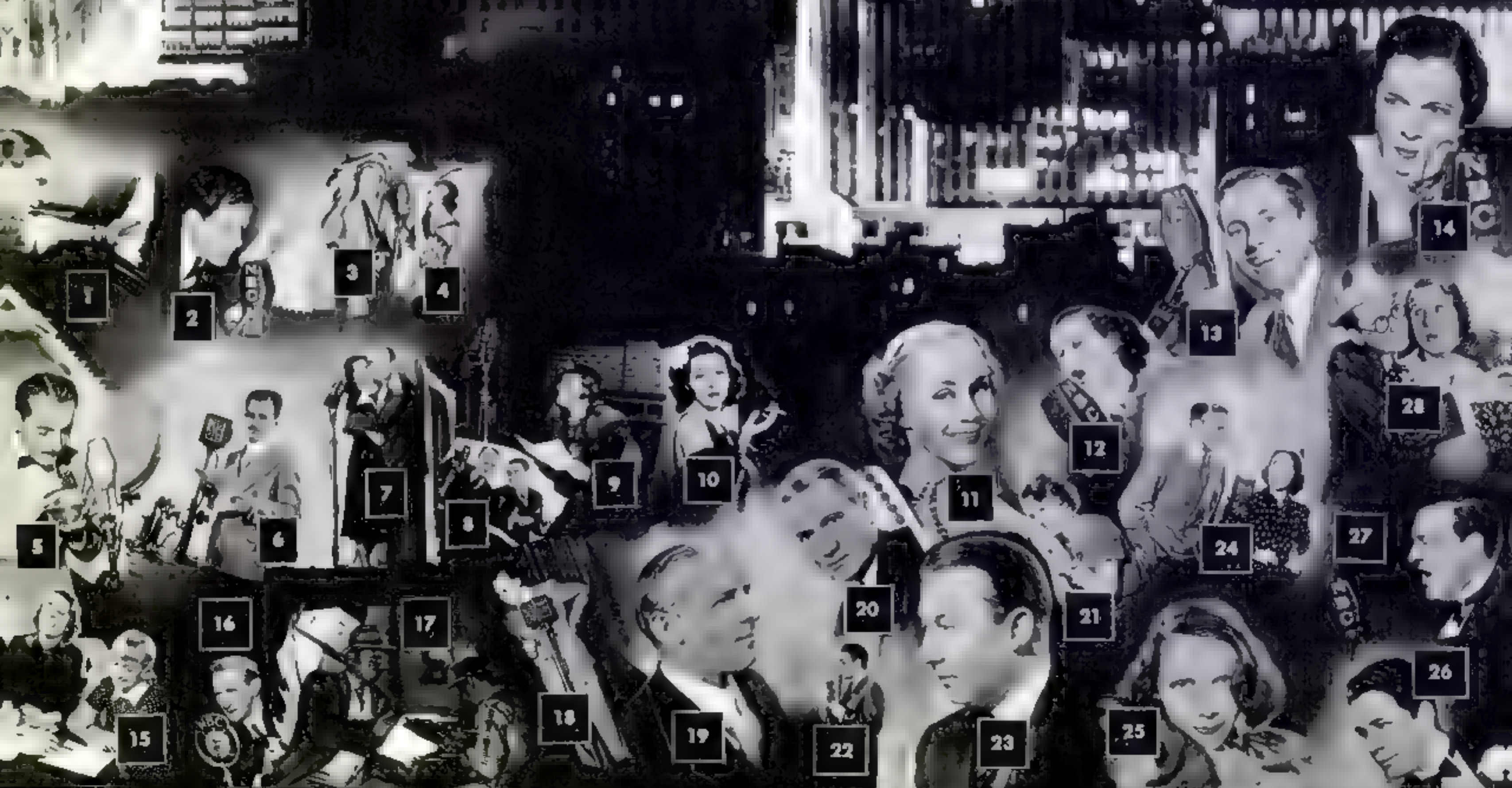


What is America's No. 1 Attraction?
MT. VERNON, HOME OF WASHINGTON—Second to it is...

RADIO CITY, U.S.A. CAPITAL OF RADIO WORLD HOME OF RCA AND NBC

LeRoi's sign in U. S. identifies RCA Building in giant, blazing Neon letters. Soaring 850 ft. above Fifth Avenue, Radio City houses 22 of NBC's soundproof studios, from which the nation's favorite programs are broadcast. Here, too, is the scene of famed NBC Studio Tour—visited last year by over 500,000 people. Another 750,000 see radio's Big-Time Shows in guests of sponsors. Below are shown 35 of the many artists of the NBC networks—how many can you recognize? (Answers on page 7.)

From the 71st floor observation decks, New York's skyscrapers stretch out beneath you... a glittering golden world of light. Here, too, is the Radio City Music Hall, World's Largest Motion Picture Theatre. NBC's home includes the 3rd to the 6th floors, parts of the 2nd, 8th, 9th, 10th, and the 22 studios, control rooms, offices, etc. RCA executive offices are on the 52nd and 53rd floors.



NBC TOUR REVEALS BROADCASTING MYSTERIES

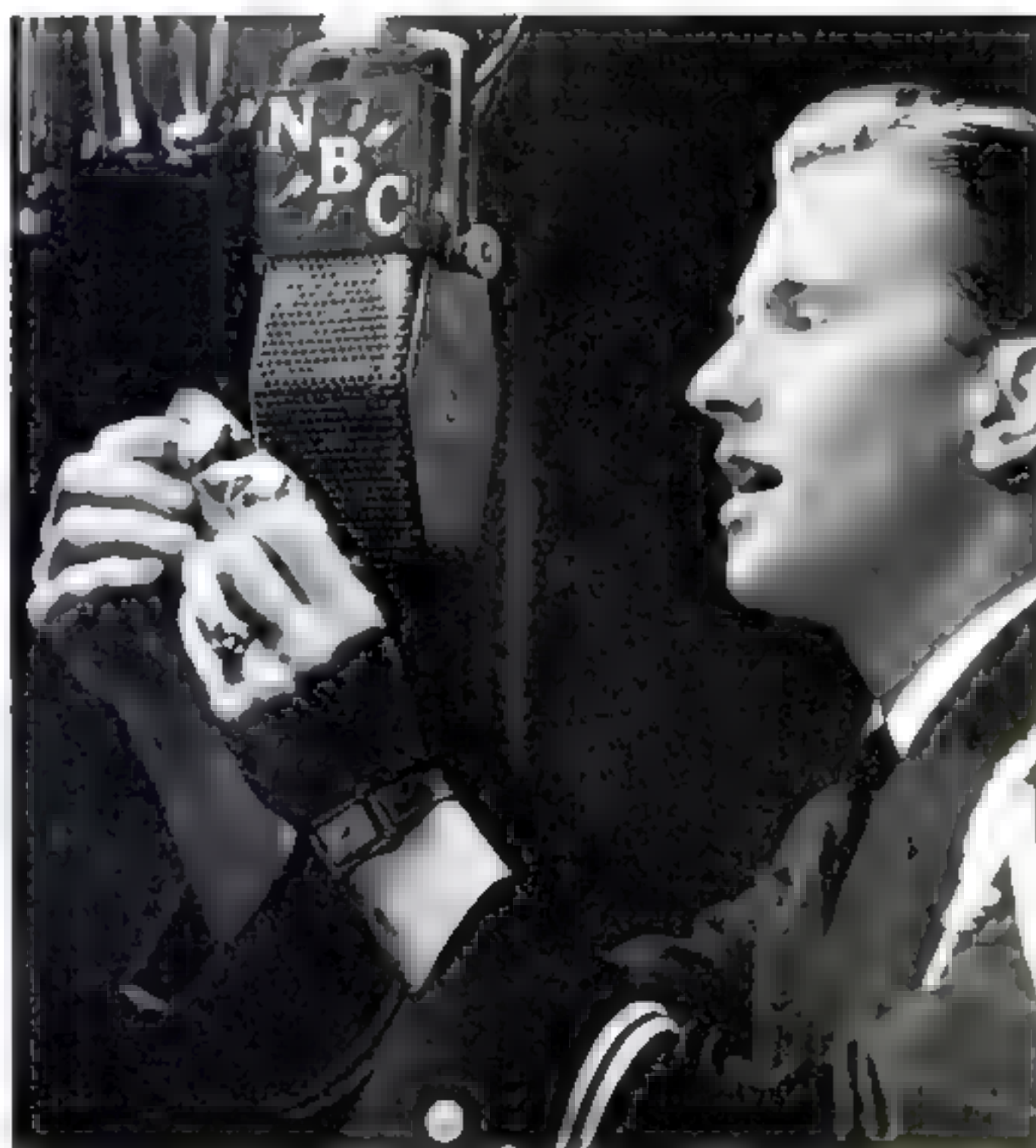


RCA's NBC takes you back stage—Enormous has been the growth of public interest in broadcasting, its personalities, its methods. So many are the visitors to NBC headquarters in New York that Radio City bids fair to replace hallowed Mount Vernon as America's No. 1 attraction. Escorted by smartly-uniformed guides, more than 500,000 visitors took the NBC Studio Tour in 1936, and the number grows yearly.

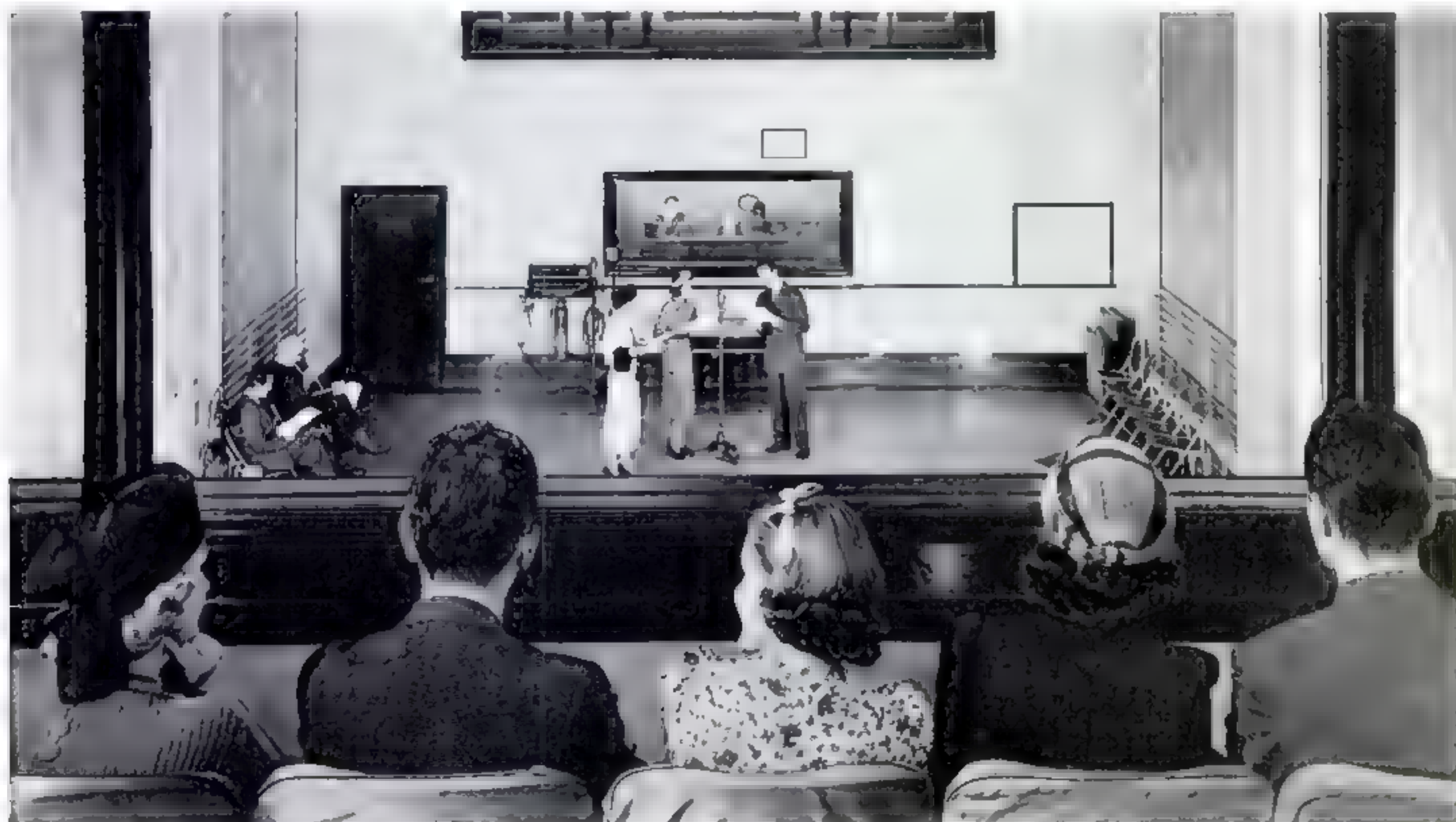
When you take this fascinating tour, you learn how 100,000 miles of wire, 3 million electrical connections, intricate—almost human—devices are woven together to create the smooth-running nerve center of two great radio networks. You will understand, too, through this spectacular exhibit of scientific marvels, the vast scope of NBC's service to the progress of the nation.

RCA, originally concerned with radio telegraphy, early foresaw the far-reaching importance of radio as means for providing entertainment and information, and selling radio instruments of the RCA Manufacturing Company. From WJZ and WEAJ, first RCA ventures in high-powered transmitters, grew NBC and two great networks of 137 stations. Listeners from Portland, Me., to Honolulu hear many times daily, "This is the National Broadcasting Company."

Today, the products and services of the Radio Corporation of America have made the entire world a close-knit country... and the country, a community



"Frying eggs"—Hear that crisp burbling? It's crinkling cellophane. Visitors who take NBC studio tour love radio Sound Effects, explained by a guide. Interest in radio personalities extends even to NBC's smartly triggered-out guides, many of whom receive fan mail from persons who have seen radio marvels under their guidance.



Hit-Show in the Making—Playing to the vast NBC audience in more than 20,000,000 homes demands perfection—nothing is left to chance. Rehearsals for an hour's actual showing sometimes run to 44 or more hours before Director is satisfied. Radio's immense opportu-

nities bring 50,000 hopefuls a year to NBC's 37 studios in 29 cities for auditions. Not all can be stars—but some will be in 1940. For that's how many of 1937's big names got their start—doing "bits" in an NBC show. Watching rehearsals is a feature of NBC Studio Tour

THE GREATEST SHOW ON

Storage Battery Room—50 tons of storage batteries here control sufficient energy to operate entire broadcasting plant for 3 days, in the almost impossible event of complete city power failure.

Power Control Desk—A bell rings a light flashes. A glance—the Power Supervisor knows instantly in what part of a studio a circuit break might have occurred. At this desk, he “sees” all that goes on in Battery and Power Rooms, gets meter-readings of voltages and currents in all parts of broadcasting power system.

Battery and Power Room—From this room flows all the power for NBC studios, Control Board, Amplifiers, Microphones, etc. Also carries power for emergency lighting in studios. Giant generators charge batteries as they discharge, keep power at same energy level.

Testing Equipment—Here NBC equipment is constantly tested for its ability to transmit to listeners the faithful reproduction it receives at studio. Equipment is specially made for NBC by RCA in Camden, N. J. Laboratories.

Cable Terminal Room—Many thousands of closely-knit wires here form a compact nerve center for the entire NBC Radio City plant.

MASTER CON**TWIN NETWORKS OF NBC B**

Your radio programs—and those of more than 20,000,000 other “NBC Radio Homes”—are in the hands of these men at the Master Control Desk, shown directly above. It is the nerve center of the entire NBC operation, proud creation of RCA and NBC engineers. An NBC Tour guide will tell you, “Only eleven men in the world know how to operate it.” But he will then explain, in simple terms, its operations—and the operations of the other apparatus. Here, at the Master Desk, supervisors control programs going out to 137 Red and Blue Network stations. Volume, quality, technical correctness are supervised at this great board—literally, the world’s biggest “music maker.” Different voltages of electricity are needed to operate these mysterious devices. To supply it, ordinary city current is transformed and stored in huge batteries which create a vast “granary of electricity.” In the almost impossible event

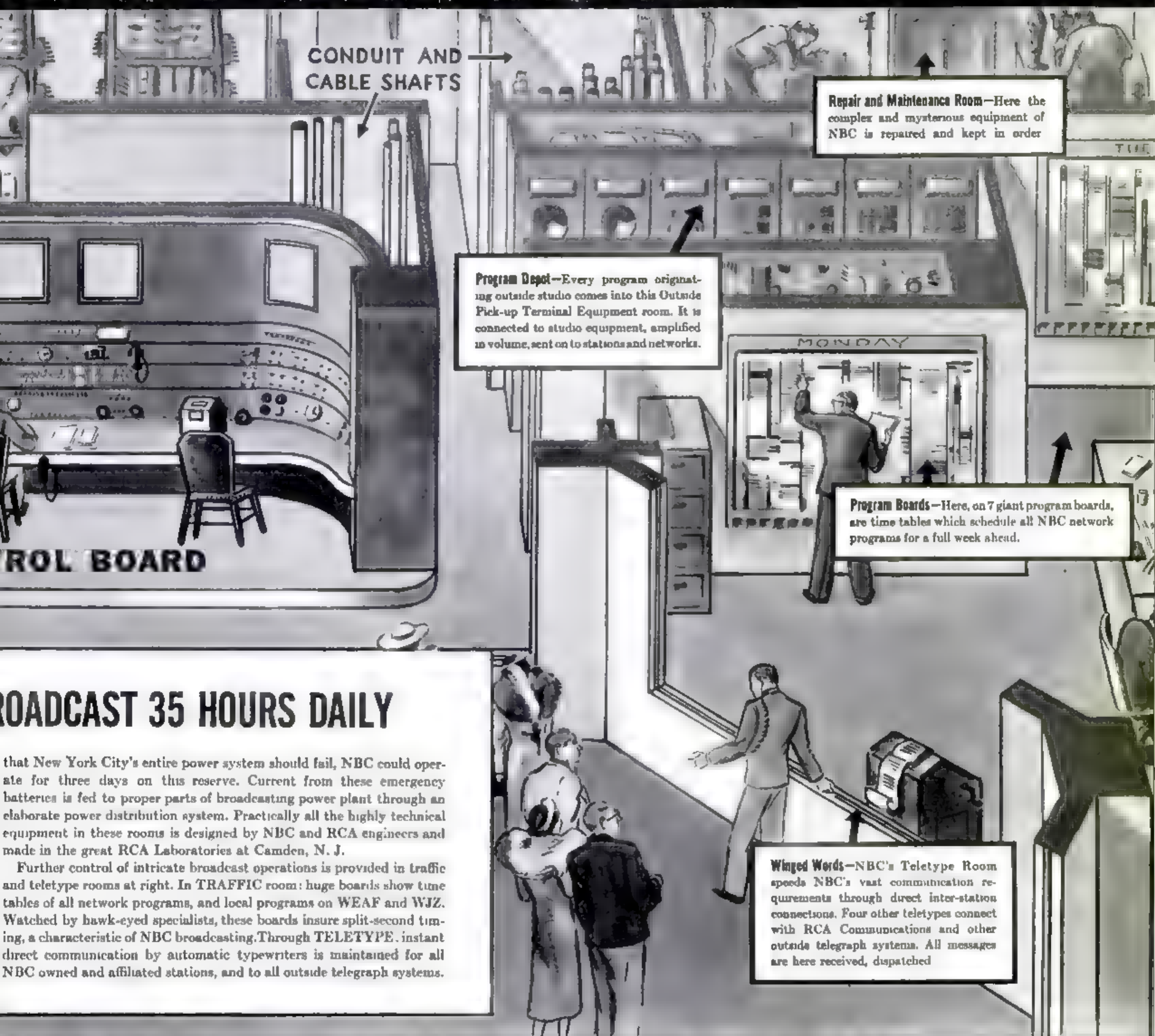
PAGE **RCA** FOUR**ON THE NBC NEWSFRONT.****1. TRAGEDY****2. FLOOD****3. ECLIPSE**

1. FLAMING DEATH World's greatest airship crashes, a blazing furnace, at journey's end. Few minutes later, NBC flashed tragic news, with eyewitness stories, preserved them for posterity on RCA Victor record. Radio outspeeds all means of spreading news.

2. FIELD OPERATIONS—When Ohio floods periled thousands NBC sent a staff of engineers to bring you vital details of disaster. Many radio amateurs also aided maintaining communications in stricken areas.

3. “BIGGEST BLACKOUT” in 1200 years saw moon's shadow travel 8,000 miles over Pacific Ocean in total eclipse of sun lasting 7 min., 4 sec. NBC sent announcer Hicks with official U. S. Navy—National Geographic Society Expedition to broadcast it first-hand using RCA's marine and transoceanic system.

EARTH GOES ON THE AIR



BROADCAST 35 HOURS DAILY

that New York City's entire power system should fail, NBC could operate for three days on this reserve. Current from these emergency batteries is fed to proper parts of broadcasting power plant through an elaborate power distribution system. Practically all the highly technical equipment in these rooms is designed by NBC and RCA engineers and made in the great RCA Laboratories at Camden, N. J.

Further control of intricate broadcast operations is provided in traffic and teletype rooms at right. In **TRAFFIC** room: huge boards show time tables of all network programs, and local programs on WJAZ and WJZ. Watched by hawk-eyed specialists, these boards insure split-second timing, a characteristic of NBC broadcasting. Through **TELETYPE**, instant direct communication by automatic typewriters is maintained for all NBC owned and affiliated stations, and to all outside telegraph systems.

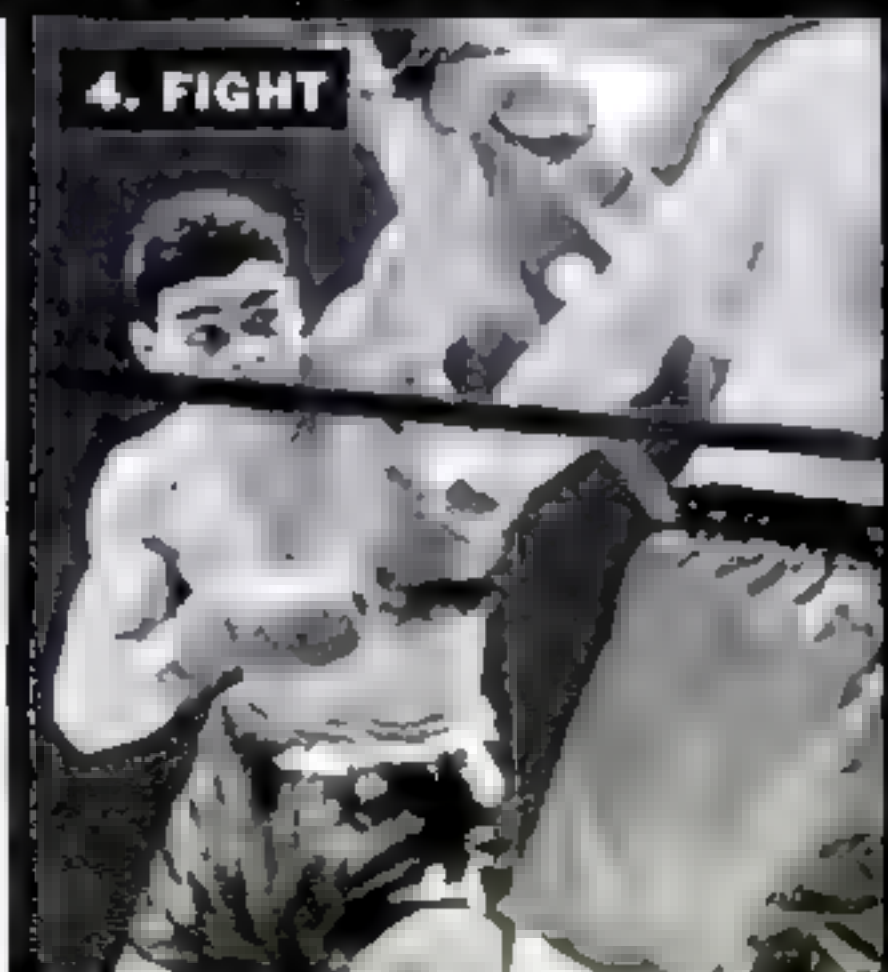
.YOU LISTEN AS IT HAPPENS

PAGE **RCA** FIVE

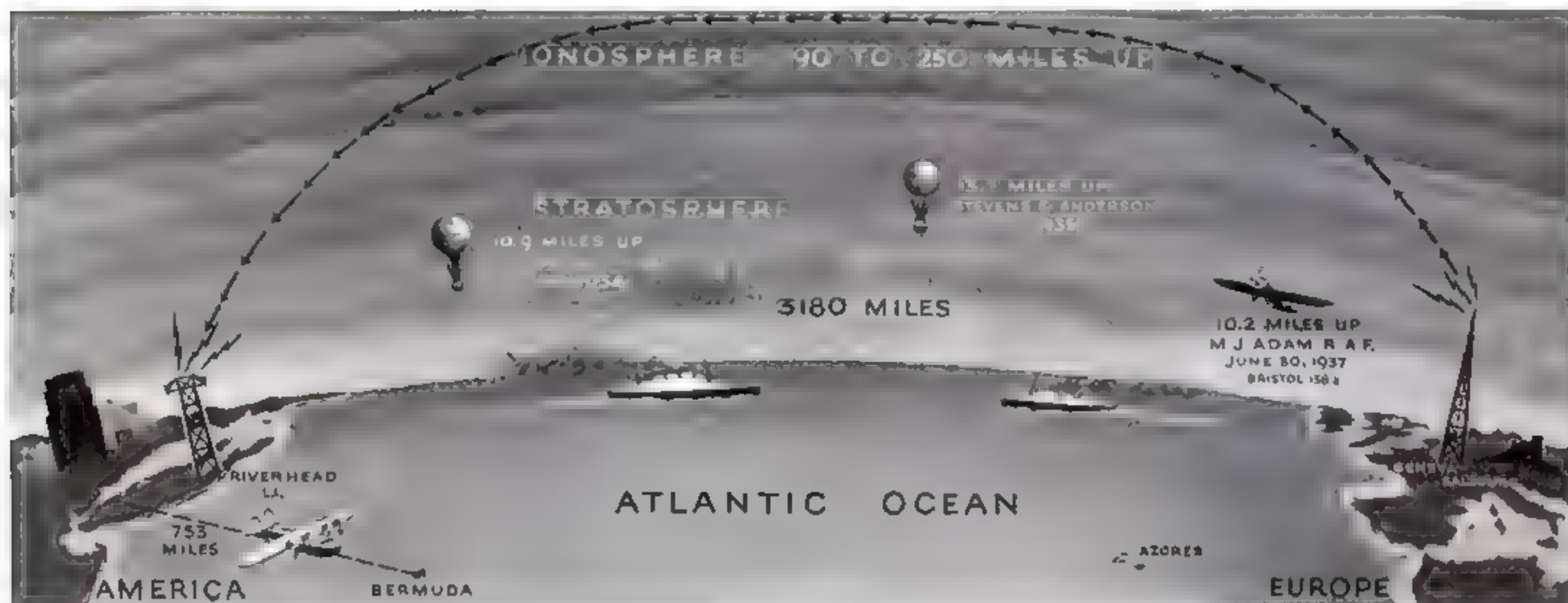
4. STILL THE CHAMP—Recent heavy-weight title bout, Louis vs. Farr, went out over NBC's Red and Blue Networks—*exclusively*—1938 set all-time high for outstanding NBC sporting event broadcasts . . . 350 hours . . . a 34% increase over year before.

5. AIR BUBBLE ALOFT—Specially built RCA Victor short wave equipment enabled NBC listeners to hear talks between fliers and ground crew on stratosphere flight. Transmitter smashed in gondola impact with earth. But an RCA tube was found intact!

6. NBC IN KHAKI—Mere maneuvers, or against a backdrop of bursting shells, seen NBC in national service of our government. Packet set transmitters are at home on all fronts . . . move with troops . . . lift words from History's pages before ink is dry



HOW YOU HEAR A RADIO PROGRAM FROM EUROPE



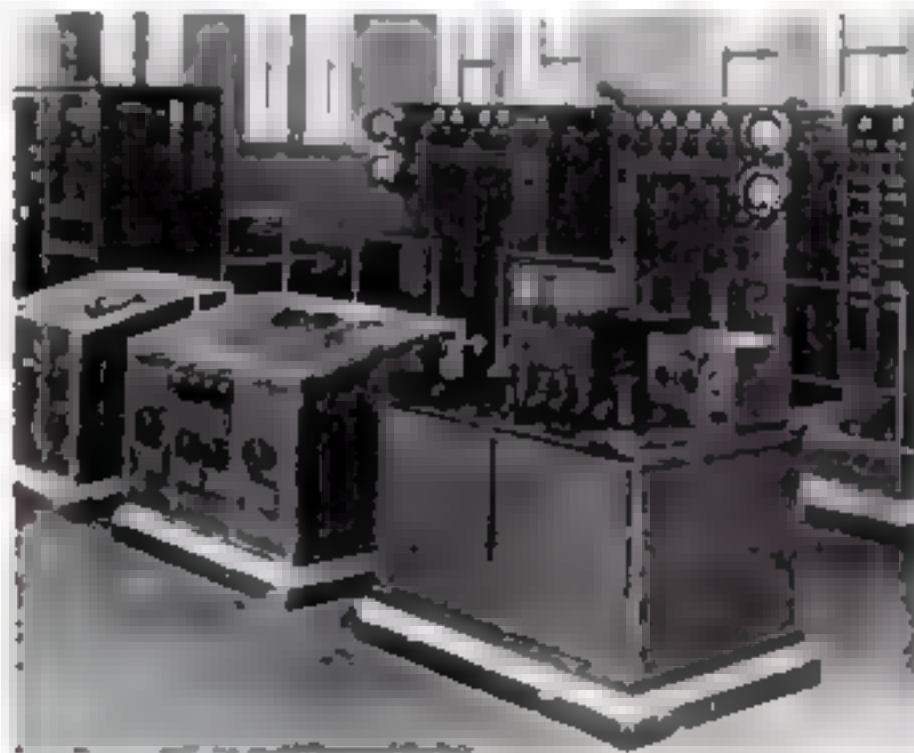
Of growing interest and importance are radio's international hook-ups, in which companies and services of the Radio Corporation of America play the leads. In the course of a year, scores of such hook-ups are featured on RCA's weekly Magic Key program. During 1936, NBC handled 608 foreign broadcasts. Symphonies... operas... special events—from 51 countries. Regular NBC program service to Latin America

is now a fact... at least two daily programs are exchanged with leading European stations.

Here are steps by which a foreign program—the great Salzburg Festival, for instance—is brought to more than 20,000,000 American radio homes through NBC's cooperation with the great communication organizations of Europe. Radio has made the whole world a neighborhood.



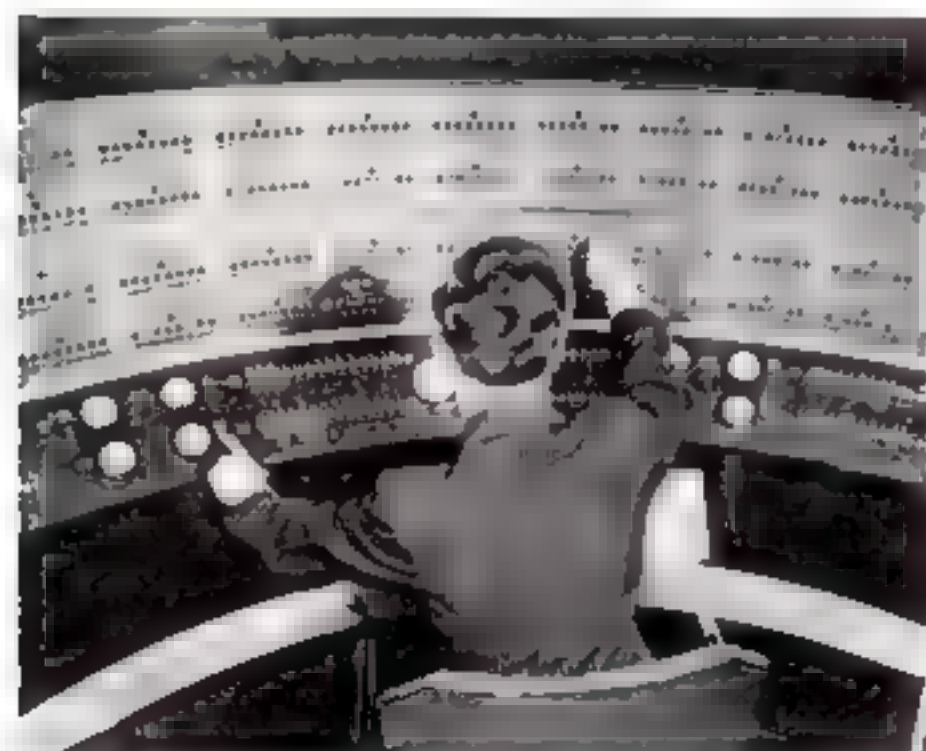
SALZBURG—High up in the Austrian Alps, Toscanini is conducting in Salzburg's famed Festspielhaus. Music lovers, the world over, are listening. NBC sponsors Conductor Toscanini in many special concert broadcasts, and only NBC brings the Salzburg Festival to America.



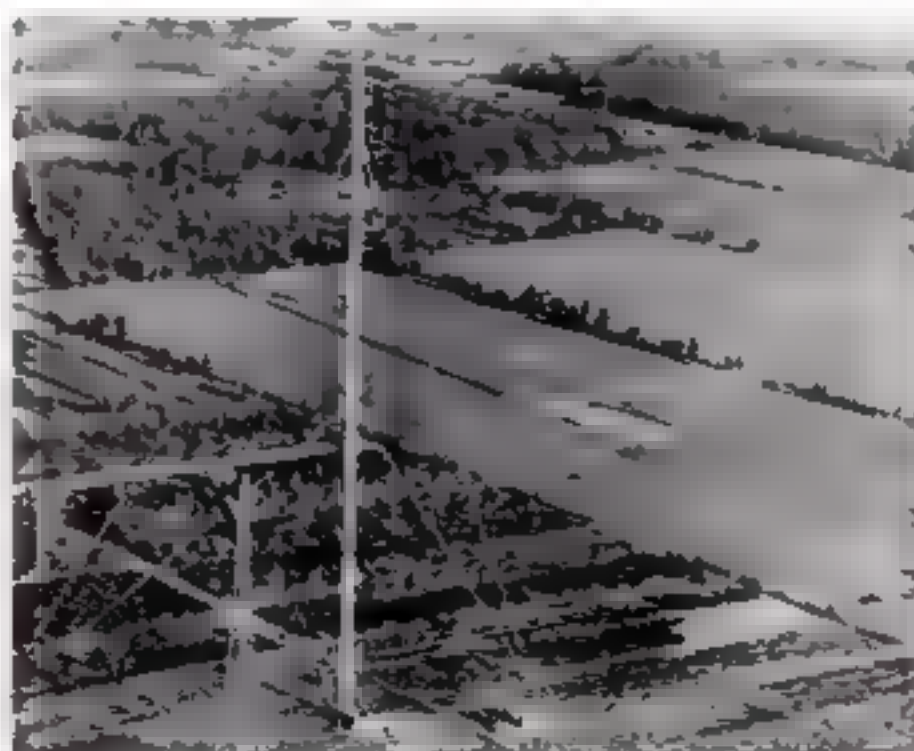
GENEVA—Program goes direct by wire from Salzburg to International Transmitter like this at "Radio Nations," Swiss Government transmitting station located at Geneva. Here it is put on what engineers call "short wave" to RCA Communications receiver in U. S.



RIVERHEAD—Program is received on these great antenna towers at RCA's Station at Riverhead, L.I. This important link in chain covers $1\frac{1}{4}$ square miles. From its transmitting station, at nearby Rocky Point, RCA sends Radiograms, 200 words per minute, all over world.



RADIO CITY—From Riverhead, program is relayed by wire to RCA Communications, 66 Broad St., N.Y.C. It is amplified there, and despatched over another wire to the NBC Master Control Board at RCA's Radio City, explained in detail on two preceding pages.



BOUND BROOK—From Radio City, operators send program out by wire to broadcasting transmitters of NBC's 137 stations on Red and Blue Networks. Typical is WJZ, at Bound Brook, N. J., showing 610-ft. antenna designed by RCA Victor engineers at Camden, N. J.



YOUR HOME—Arrival! Signor Toscanini's genius is available at the turn of a dial to the American radio audience. RCA Victor sets are found in millions of households. Latest examples are 1936 Electric Tuning Models—"Push a Button and There's Your Station."

NBC NEWSNAMES

Every day in the year, each of NBC's coast-to-coast Networks—Red and Blue—fill 17½ hours with world's finest schedule of Entertainment... News... Information... Education. Each NBC program-day is made up of the things that interest people most. Names of men and women who help make NBC the "Greatest Show On Air" are household words.



MUSIC—America knows Arturo Toscanini chiefly through radio and Victor Records. World's greatest conductor, his concerts will be heard exclusively over NBC stations. Signor Toscanini returns in December for new series of NBC concerts, will conduct a specially selected symphonic orchestra of 110 pieces.



TELEVISION—Hand in hand with RCA, NBC is conducting a regular and intensive program of experiments in television. Here is latest photo of Miss Betty Goodwin, NBC television announcer, exactly as it appears on the television screen. Progress is being made, but television for every-day home use is still far in the future.



AMBASSADOR of Music—Director... Teacher... Dr. Walter Dainrosch lends his genius to every field of music. His "Music Appreciation Hour," exclusive NBC weekly feature, is required listening for some 7,000,000 school children—selected listening for countless grown-ups. Weekly "lessons" are guided by manuals supplied to schools by NBC's Music Education Department.



EDUCATION—Devoting large part of its broadcasting time to educational programs—NBC is proud to announce a notable addition to its staff. Dr. James Rowland Angell, former President of Yale University, now heads "NBC University of the Air"... will give its cultural programs an even greater importance.



DRAMA—Miss Peggy Wood, outstanding stage star. Miss Wood brings same magic gifts to her dramatic roles on NBC.

KEY TO PICTURES ON PAGE TWO—1—Meredith Willson; 2—Rudy Vallee; 3—Fred Allen; 4—Portland Hoffa; 5—Shep Fields; 6—Lowell Thomas; 7—Jack Benny and Mary Livingston; 8—Stoopnagle & Budd; 9—Dorothy Thompson; 10—Maxine; 11—Luvile Manners; 12—Jane Froman; 13—Lanny Ross; 14—Cornelia Otis Skinner; 15—Easy Aces—Mr. & Mrs. Goodman Ace and Mary Hunter; 16—Clem McCarthy; 17—Amos 'n' Andy; 18—Paul Whiteman; 19—Walter Winchell; 20—Edwin C. Hill; 21—Carol Dem; 22—Jean Sablon; 23—Graham McNamee; 24—George Burns and Grace Allen; 25—Lrene Wicker; 26—Kenny Baker; 27—Milton J. Cross; 28—Fibber McGee and Molly.

"MAGIC KEY" WINS!



DR. FRANK BLACK—NBC'S DIRECTOR OF MUSIC

Stage Magazine recently awarded the palm to RCA's famous Sunday radio program, with this citation: "... to Frank Black and the impresarios of *The Magic Key*, for keeping high the quality of a program that shows off radio's greatest potentialities and manages to be intensely exciting at the same time."

Sponsored by the Family of Radio Corporation of America, *The Magic Key* is an NBC production. Tune it in Sunday afternoon, on any Blue Network station, 2 to 3 p. m., E. D. T. It is one of many things that makes the RCA trademark a sign of friendliness to millions, in all parts of the world.

THE RADIO CORPORATION OF AMERICA RADIO CITY, U.S.A.

RCA MANUFACTURING Co., Inc.
RCA COMMUNICATIONS, Inc.
NATIONAL BROADCASTING Co. • RCA INSTITUTES, Inc.
RADIOMARINE CORP. OF AMERICA



STOP and look at the October 11 issue of LIFE for the next issue of LISTEN—"The magazine within a magazine." Read about the record-breaking phonograph record revival that is humming across the country. Watch the Victor dog hear "His Master's Voice." See how Caruso's voice "looks." Learn how the blind "read" with their ears. Ten cents for LIFE. LISTEN free.

Listen to W. C. Fields and Charlie McCarthy on the Chase & Sanborn Hour every Sunday night at 8 P. M., E. D. T., on NBC Red Network.



Get your favorite NBC programs at the *push of a button* with—

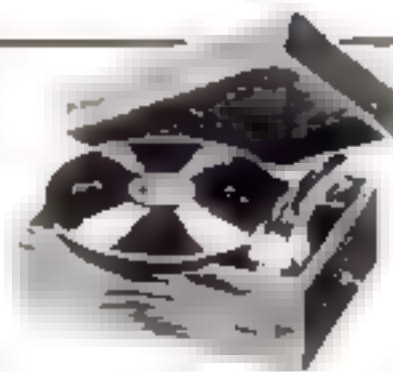
RCA Victor

ELECTRIC TUNING

THOUSANDS are already enjoying the thrill of RCA Victor Electric Tuning—the kind that is truly automatic. With this great improvement you can tune in your pet programs quickly, surely and without effort. Any one of your eight favorite stations waits the touch

of your finger. Push a button—there's your station . . . that's how simple it is. No wonder everyone who sees an RCA Victor Electric Tuning model wants to trade in his old set.

Your family can have this new radio convenience, this device that makes radio completely enjoyable to every member of the family—always. Reasonable prices, generous trade-in allowances and modest monthly payments mean that practically everyone can afford one of these great RCA Victor sets. *Every RCA Victor is backed by the Engineering Resources of NBC.*



THIS AND YOUR RADIO give you phonograph-radio on which you can play records. It's RCA Victor Record Player R-93A which quickly and easily attaches to any modern electrically operated radio. It can be conveniently placed anywhere in any room. Costs as little as \$19.95.*

PICTURED ABOVE with Fields and McCarthy, is RCA VICTOR MODEL 811K with Electric Tuning . . . Sonic-Are Magic Voice . . . Magic Brain . . . Magic Eye and RCA Metal Tubes. Available for as little as \$15 down. *All prices F.O.B. Camden, N. J., subject to change without notice. RCA presents the "Magic Key" every Sunday, 2 to 3 P.M., E.D.T., on the NBC Blue Network



ARMCHAIR CONTROL

The small, handsome bakelite box contains the mechanism for RCA Victor Armchair Control. With it you can switch about from station to station as you please without once getting up from your chair. (Available at slight extra cost.)



RCA Victor

For renewal use, specify RCA Radio Tubes—world's most widely used brand.

A SERVICE OF THE RADIO CORPORATION OF AMERICA

SPORT

CRACK FLIERS RACE FOR FAMOUS TROPHIES AT CLEVELAND MEET

Biggest sporting event in U. S. aviation is the National Air Races which were held this year at the Cleveland Airport, Sept. 3-6. Crack speed fliers were there to compete for the three most cherished U. S. aviation trophies—Bendix, Thompson, Greve—and the substantial cash prizes that accompany them. Last year Michel Detroyat, a Frenchman, flew off with both Thompson and Greve trophies. This year, a garage mechanic named Rudy Kling, from Lemont, Ill., duplicated the feat, winning the Thompson race with a last-second power dive. Frank Fuller Jr., a San Francisco paint maker, won the Bendix transcontinental air derby by flying his Seversky monoplane from Los Angeles to Cleveland in 7 hr., 55 min., then on to Bendix, N. J. in 9 hr., 35 min., breaking all previous Bendix records.

Unluckiest competitor was Col. Roscoe Turner. Before the Bendix take-off his plane was damaged. In the Thompson race his oil-smeared windshield cost him a likely victory by causing him to cut a pylon, go back again to round it. One fatality marred the meet, one accident gave 80,000 spectators a horrifying scare. Killed was Lee Miles, 1934 racing champion. All but killed was Count Otto Hagenburg (see page 68). Some 200,000 spectators came to the races, watched military planes cavort, a flier take off and land from the top of a moving automobile, parachute jumpers do mass descents (see page 70).



THESE CARS HELPED BRING 75,000 SPECTATORS IN ONE DAY TO THE NATIONAL AIR RACES



FRANK FULLER JR. WITH THE BENDIX TROPHY HE AND HIS SEVERSKY WON



RUDY KLING & WIFE WITH GREVE, THOMPSON, HENDERSON TROPHIES

S. WITTMAN AND HIS DAVIS-MOOSE TROPHY



GLADYS O'DONNELL AND EARHART TROPHY



Every speed flier in the U. S. covets the trophies shown in the two photographs above. The Bendix Trophy is put up by Vincent Bendix of South Bend for a transcontinental race. Frank Fuller Jr., its winner, also got \$13,000 prize money. The Louis W. Greve Trophy, given by the president of the Races, is for a 150-mile race around a five-mile course, carries first prize of \$4,500. The Charles Thompson Trophy, first given by the late George Thompson, is for a 200-mile race around a ten-mile course. It carries a \$9,000 first prize. In winning both races, Rudy Kling and his Folkert monoplane earned \$13,500 and the Henderson Cup for making most points. The Loyal Order of Moose Cup put up by Senator James J. Davis is for speed trials. Its winner, Stephen Wittman of Oshkosh, Wis., was second in the Greve race, led in the Thompson race until he had engine trouble. The Amelia Earhart Memorial Trophy, offered by the air-race committee, is a 25-mile handicap race for women.

CONTINUED ON NEXT PAGE

IT CAN HAPPEN TO YOU!



Many cases of disease are traced to "WASHROOM INFECTION"

Health officials recommend Onliwon Towels wherever a number of people use a common washroom (schools, office buildings, factories, etc.). Doctors realize that germs breed fast and infections spread unless public washrooms are kept immaculate.

For Onliwon Towels promote cleanliness and health. Each person gets a fresh, clean towel on every visit to the washroom. The Onliwon Cabinet guards the towels, under lock and key, against dust, dirt, and promiscuous handling. There are no gadgets to be touched by everybody's wet or dirty hands, yet there is always a new towel ready for instant use.

Onliwon Towels actually cost less, too. The *double-fold* feature means a single Onliwon does the work of several ordinary paper towels. And the locked cabinet prevents waste and theft.

Get the inexpensive health insurance which Onliwon Towels provide. Telephone your local A.P.W. distributor, or write to: A.P.W. Paper Company, Albany, N. Y.

A.P.W.

Onliwon Towels



Flying upside down in a spectacular stunt exhibition, Count Otto Hagenburg, of Germany, international champion, came out of a double snap roll into power glide.



Hagenburg's plane crashed after skimming along only two feet from the ground. It furrowed along for 100 feet with its daring pilot upside down in the cockpit.



Bleedy but unhurt, the Count stepped from his plane. By incredible luck, the upper wing had folded over the cockpit. He was eager in half hour for more stunting.

CONTINUED ON PAGE 73

Life Begins At 40

This is the Day for the Man Over 40!



700 Important Men Prove This—They Tell Their Age at Time of Their Greatest Achievements

TODAY, in this country, you have barely finished school and started to look for your place in the scheme of things—and you are already around 20 or even older. At 40, you have laid in the foundation for your life.

You have been learning all those years. You know life now—as no younger man can know it. You are mature, steady and able to think.

The Great Majority of These Men Reached Their Peak Later Than 40.

Recently, over 700 men of the highest ranking in the scientific field, including those in administrative or educational occupations, were asked the ages at which they had come to the positions of trust and responsibility they now hold.

Fewer than 100 had "arrived" before they were 38—and around 100 more in the next five years.

About 275 came along in the ten years between 43 and 53—but the rest of these 700 men did not reach their peak until after they had passed that age!

These older men certainly had not only fine minds and a wealth of experience, but also the physical equipment to carry them through long years of active life.

What Others Have Done—YOU Can Do

First Lecture Tour After 60



Geo. H. Graham
Young for 68

Dear Life Begins:

My long experience with textiles made me the logical man for an educational lecture tour on a new fabric. I was afraid to go.

Before the day was half over, I would get a sunk, all-gone feeling. I was badly run-down.

A man twenty years younger than myself told me Fleischmann's Yeast helped him greatly in a run-down spell. I started to eat yeast—to see what it would do for my case.

Apparently it encouraged my natural energy and stimulated it in some way. For my old health and vigor returned.

I went through this hard lecture tour easily, and my health has been splendid ever since.

GEORGE H. GRAHAM

Leaves Disliked Office Work



Gus Insel
Gave Better Paid Job

Dear Life Begins:

I used to be a cashier for a taxicab company. I disliked the work.

It finally got on my nerves. Constipation was bothering me and I had splitting headaches.

Then I heard of a job I knew I would like. I told my wife my health made me hesitate about applying. She had heard Fleischmann's Yeast does wonders for people who have these slumps—like this one of mine.

I am eating yeast every day now. My constipation has stopped, also my headaches. I soon felt strong enough to tackle a new job—and I got it.

I am now 42. I am one of the managers of a fine restaurant—yonger and more ambitious than I was ten years ago, and happier.

GUS INSEL

One of the First Signs of Growing Old is Slower Digestion

If you are over 40 and feel yourself beginning to slow down, don't get nervous. You can check this—by some extra help.

The digestive system is one of the first parts of the body to slow down and grow old. The gastric juices flow less freely and have a weaker digestive action.

Its effect in stimulating the flow of gastric juices of high digestive power is one of the most important actions of Fleischmann's Yeast.

Added to this is the tonic action of 4 vitamins in Fleischmann's fresh Yeast. There is a generous supply of these vitamins—and each has a special and vital part in maintaining health.

Eat 3 cakes of Fleischmann's Yeast a day—one cake about 1/4 hour before each meal—plain or in a little water. Most people over 40 will feel better and live more effectively if they keep their digestions in order by the daily eating of Fleischmann's Yeast.

\$25 WILL BE PAID FOR LETTERS of success after 40—so helpful to others we wish to print them. If you can truly credit to Fleischmann's Yeast some part of the health that made your success possible—write us—enclosing your picture. Life Begins, 420 Lexington Avenue, New York.

Copyright, 1937, Standard Brands Incorporated

ARE YOU the 1 man in 7 who shaves every day?



Then you need this **NEW-TYPE** shave cream that:

Forms a protective FILM between razor and skin

SOME MEN, by the very nature of their position in life, must appear each morning well groomed, perfectly shaven.

If you are such a man—especially if your skin is sensitive to the daily scraping of a sharp blade—switch over to GLIDER.

GLIDER is a new-type, "NO-BRUSH" shave cream. It forms a thin lubricating FILM between your razor and your skin. Over this film slides the sharp blade edge, clipping off each whisker cleanly, closely. You get a smooth, all-day shave without pulling or scraping your skin.

Try a tube of GLIDER today. You spread it on quickly with your fingers—never a brush. Not greasy—it won't clog your razor. Use GLIDER every day and see how sore spots clear up. Get GLIDER at toilet-goods counters everywhere.



FREE OFFER

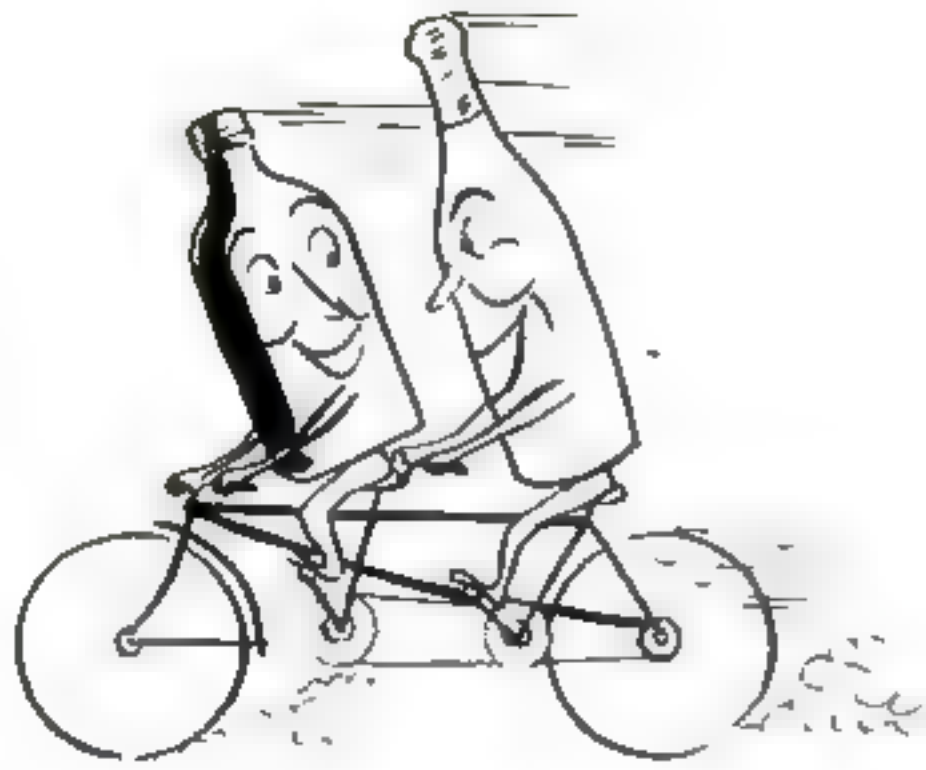
Good only in U. S. A.

Glider

"No-Brush" Cream

Generous introductory tube of Glider
The J. B. Williams Co., Dept. 1-9-38, Glastonbury, Conn., U. S. A. Please send me a free tube of Glider—Williams new "No-Brush" Shave Cream.

Name _____
Street & No. _____
City & State _____



Does it mix?

It is a **mixing** gin, we think, when you neither **smell** nor **taste** it in the finished drink

LIKE THE LEADER of a tandem bicycle team, gin in a Martini cocktail must set a forceful pace, yet harmonize perfectly with its partner, the Vermouth. If a heavy gin flavor overwhelms the drink, the gin is not a mixer.

Mixed drinks are an American idea. To meet the American taste for smooth mixed drinks, Fleischmann's Gin is distilled especially for mixing—from American grain.

Fleischmann's is the original American gin, established 1870. Our secret formula makes it the real American Mixer. Buy a bottle. And when you order a Martini, say: "Make it with Fleischmann's." (Copr., 1937, by The Fleischmann Distilling Corporation, Peekskill, N. Y.)

Also Fleischmann's Sloe Gin, 65 Proof

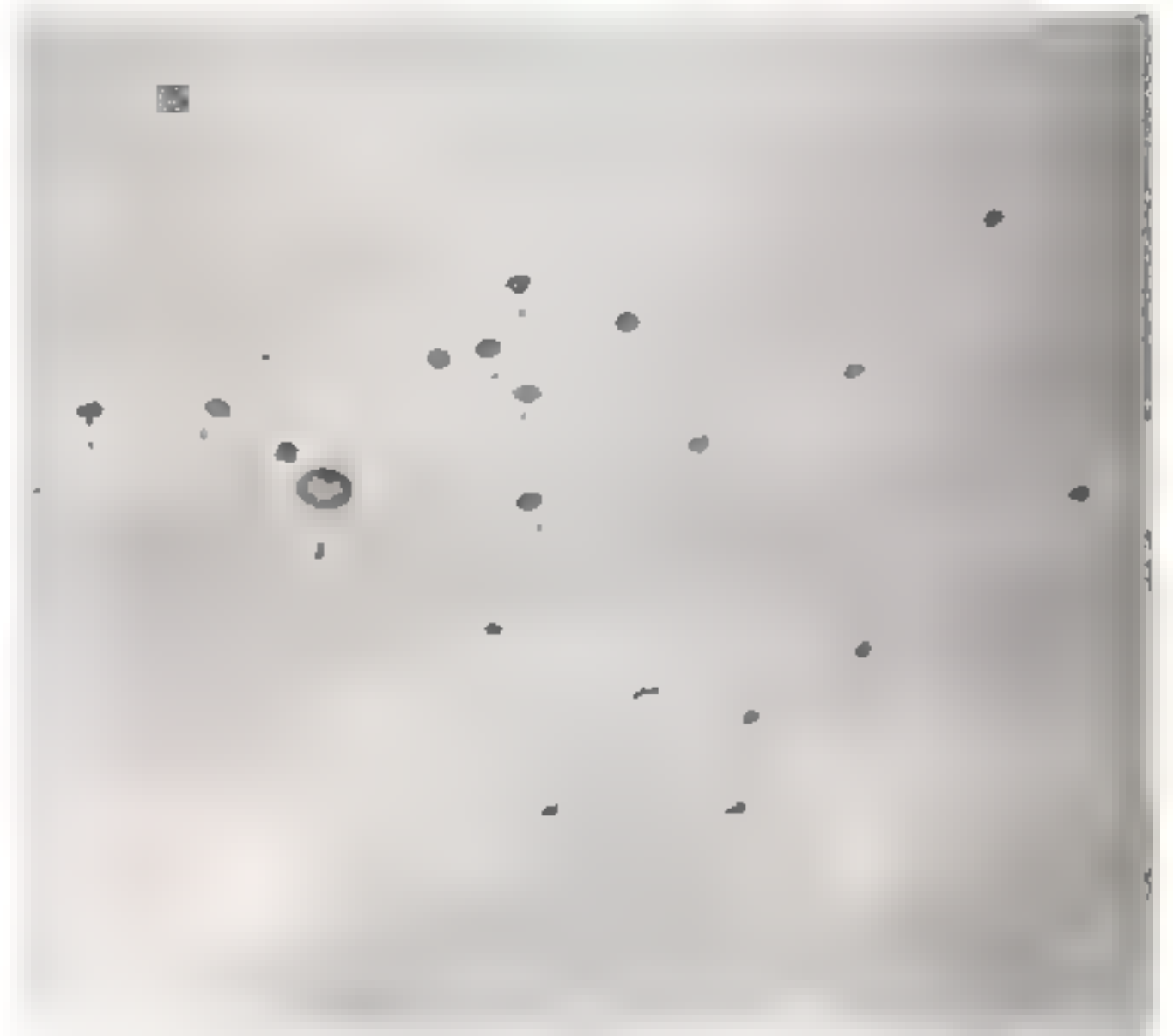
THE REAL
AMERICAN
MIXER
90 PROOF
4/5 Quarts



Cleveland Air Races



Mass parachute jumping provided a pretty finale to each day's events at the Cleveland Air Races. Jumpers were paid \$17.50 a jump. They went up in batches of 30.



At 2,000 feet, jumpers bailed out. The high wind scattered them over the airport. Earlier, a solo 'chute was blown into the auto parking lot, another into a ravine.



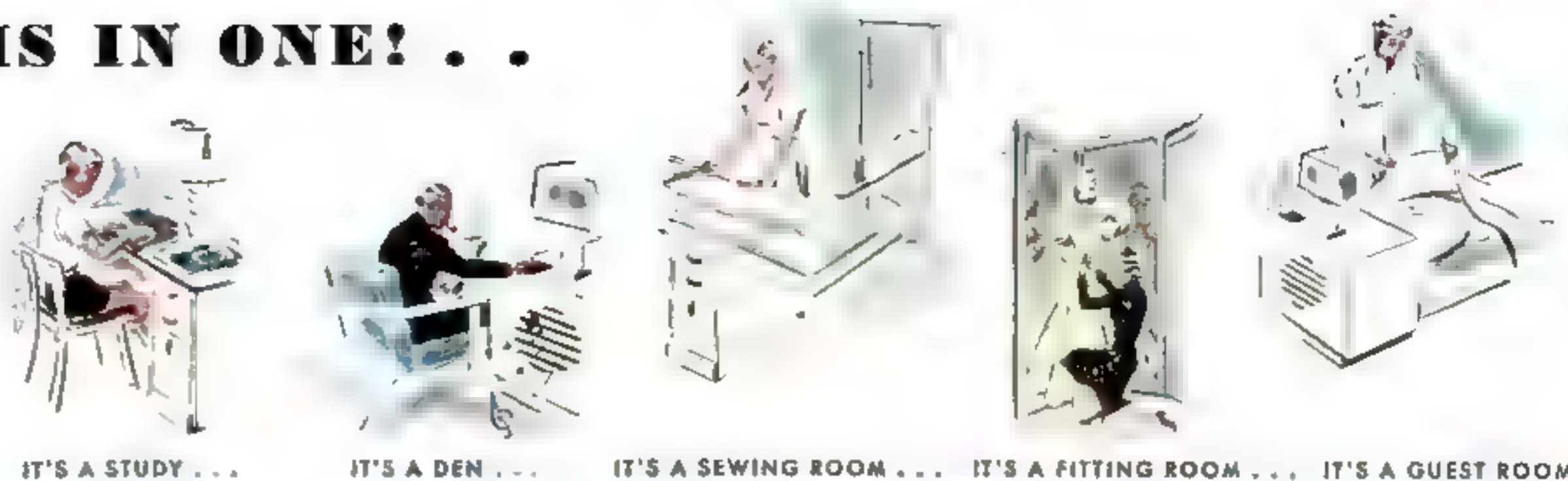
A hard landing bumped but did not hurt this jumper. Others in the meet, hampered by wind, were bruised and three were seriously enough hurt to be hospitalized.

FIVE ROOMS IN ONE! . .

It can't be done? Yet here is photographic proof of how practical and attractive such a magic space saver can be. It's a study for Junior, a den for Dad. To Mother it's the sewing room she's always needed. To Sis, who has just reached party age, it's the ideal place for trying on new dresses. Where is the fifth? Come and spend the night, and you'll find it a most friendly guest room. Then you'll fully appreciate how much of its charm comes from the Armstrong's Linoleum Floor. In fact this newest Armstrong's Embossed effect, design No. 6280, suggested this many-purpose interior. It's so quiet and comfortable underfoot. So restful to look at. And so spick-and-span. "And so easy to keep that way," your hostess will tell you. Threads, paper snips, ashes brush up jiffy quick. Even if ink spills, a damp cloth takes away all trace. Occasionally the surface is renewed with Armstrong's Linogloss Wax, which needs no polishing. These are but a few of the reasons why Armstrong's Linoleum Floors have grown so popular. The others you'll see at local stores . . . a parade of smart fashions that give no hint of modest price.

MORE ROOM IDEAS

. . . in fact a whole bookful . . . will be sent you if you write for "Floors That Keep Homes in Fashion." Shows different types of interiors in full, natural color. Explains a simple method for planning correct color schemes. Send 10¢ to cover mailing (40¢ outside U. S. A.). Address your request to Armstrong Cork Products Company, Floor Division, 3709 Clay Street, Lancaster, Pennsylvania. (Makers of cork products since 1860)



ARMSTRONG'S LINOLEUM FLOORS

for every room  in the house

PLAIN • INLAID • EMBOSSED • MARBELLE • JASPE • RAYBELLE • MONOBELLE • PRINTED • QUAKER RUGS and LINOWALL

DON'T



Enlarged, unretouched photograph of household pipe. See how hard water scale has choked pipe and reduced flow. It does this in any kind of pipe. It can be completely prevented by Permutit Water Conditioning, saving costly plumbing bills for pipe replacement.

PERMUTIT CONDITIONED WATER GIVES YOU

LET RAW WATER

...**CHOKE** your pipes to death

Raw water has choked this copper heater coil with scale. Overheated, it burst! This often happens. It may happen to you.



Permutit*

Water Conditioning

STOPS IT!

Permutit Water Conditioning protects plumbing—stops scale, assures ample flow, ends corrosion, saves trouble and costly repairs.

...**WASTE** your soap

Raw water "kills" soap. Prevents suds, makes scummy curd that smears skin, fills pores, gets on dishes, sours clothes.



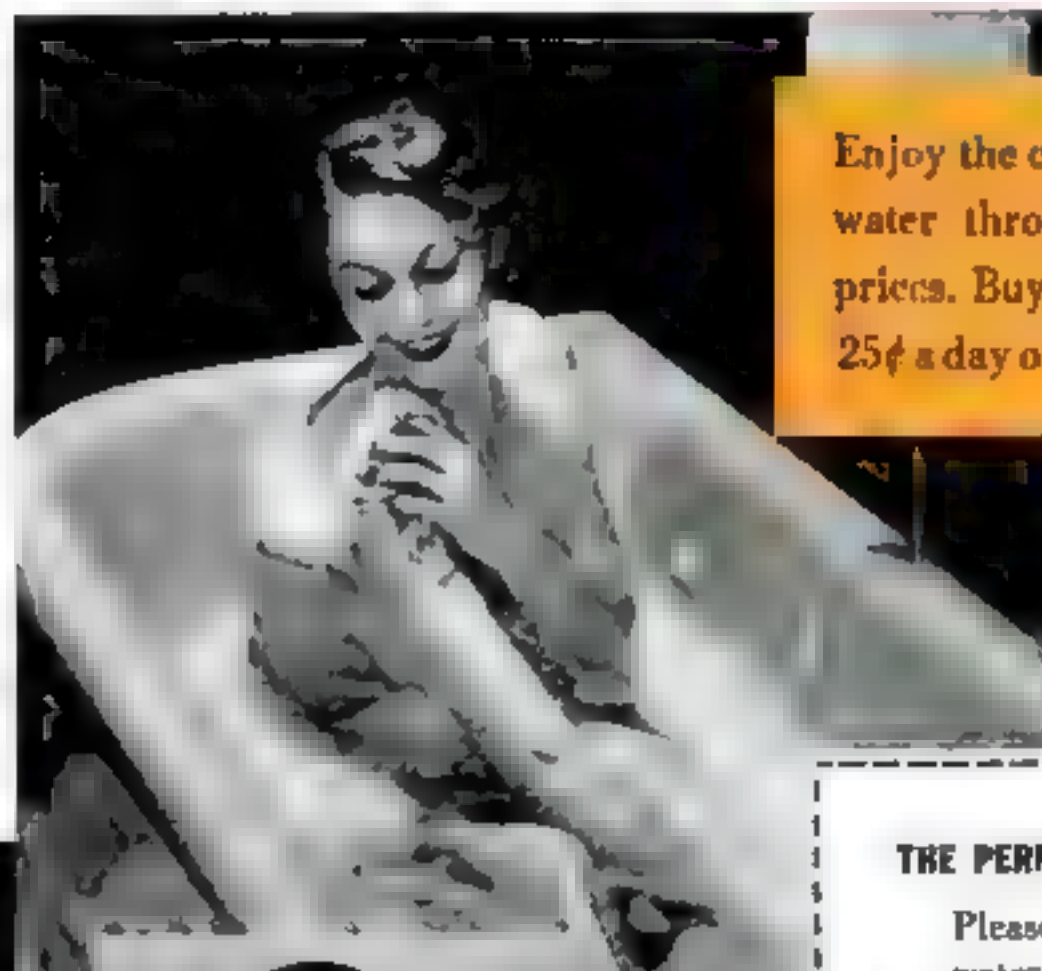
Permutit*

Water Conditioning

STOPS IT!

Makes glorious suds with just a touch of soap. No scum—no curd—no dishpan hands—no gray linens. Water delightfully soft and cleansing.

This electrically operated equipment automatically softens your water supply. Works with water of any hardness. Adds no chemicals. Water is good to drink.



Enjoy the comfort of Permutit-conditioned water throughout your home. New low prices. Buy a Permutit Water Softener for 25¢ a day or less on new easy purchase plan.

Permutit Franchises are available in some valuable territories. Write today for Dealer Plan.

MAIL TODAY

THE PERMUTIT CO., DEPT. L-5, 330 W. 42nd ST., N. Y.

Please give me information about conditioning my water supply. I have checked the water troubles I wish corrected.

Water is hard ☐ Water contains iron ☐
Water is dirty ☐ Water is corrosive ☐
Water has bad taste or odor ☐

Name.....

Address.....

City..... State.....

County.....



FREE BOOKLET
Use this Coupon

***Permutit**

WORLD'S LARGEST SPECIALIST IN

Water Conditioning

There is Permutit equipment to soften water, to take out dirt, bad taste and odor, to remove iron, to stop corrosion. A complete water conditioning service! Recommendations and analysis free.

THE PERMUTIT CO., 330 W. 42ND. ST., NEW YORK, N. Y.

REAL COMFORT, SAVES WORK, SAVES MONEY

GASOLINE

WORTH GETTING EXCITED ABOUT



THE CROWD GOES WILD at Yankee Stadium! 80,000 roaring fans watch the season's biggest double-header! 80,000 excited people!... just a handful to Mobilgas dealers, who serve more than 1,000 a minute!

Do people get excited about Mobilgas?

You bet they do. They talk about it. Tell their friends. There's a difference they can feel in that very first tankful: Faster pick-up. "Hills-in-high" driving. More miles per gallon!

Why is Mobilgas better than others?

For several reasons: Years of work by Doctors of Science. Ultra-modern refineries. The greatest experience in the refining industry! Rigid inspection! Fast distribution.

Test Mobilgas fairly. Then see if you don't agree that America's largest-selling gasoline is the best you can buy! Fill up today.



MOBILGAS AND MOBILLOIL

SOCONY VACUUM OIL COMPANY, INC.





HEPHZIBAH MENUHIN, WHO WILL GIVE JOINT RECITALS WITH HER BROTHER, IS A SWEET, GRAVE GIRL OF 17. SHE HAS STUDIED PIANO FOR 13 YEARS



Yehudi and Hephzibah (above) both like to swim in the private pool on the California ranch where they live with the three other Menuhins, their two dogs and their she-goat.

YEHUDI MENUHIN ENDS RETIREMENT

His sister Hephzibah joins him in recitals



Moshe and Marutha Menuhin, wise parents of the greatest musical prodigy since Jascha Heifetz, decided in 1936 that their violinist son, Yehudi, should retire for a while from the concert stage and pay attention to the important process of growing from a boy to a man. For the past year and a half, Yehudi has lived with his family in the Santa Cruz mountains, 60 miles south of

San Francisco. He has read, swum, studied languages, practiced faithfully, grown into a husky, vigorous young man who will be 21 next January. He was a pudgy prodigy of ten when he made his astounding debut in New York.

On September 28, in Oakland, Calif., Yehudi Menuhin will end his musical retirement, give the first of 74 concerts scheduled for the coming season. From California, he will work his way across the country's concert stages. At St. Louis, in November, his fabulous fingers (shown on front cover) will make musical history by playing, for the first time with orchestra in America, the newly-released Schumann Violin Concerto (see next page). Following month, in Detroit, he will give the first of eight violin-and-piano sonata recitals. His pianist will be Hephzibah, his 17-year-old sister, Mrs. Menuhin, who thinks the concert stage is no place for a girl, hopes that Hephzibah will not make a career of music. So far, Hephzibah has appeared only with her brother. Their few joint recitals have impressed critics with Hephzibah's talent which, though considerable, is still not so great as her brother's.

CONTINUED ON NEXT PAGE

I'M WORRIED
ABOUT MY GUMS

WHY DON'T YOU
TRY A TOOTH BRUSH
WITH *ROUND-END*
BRISTLE?

WHEN your dentist tells you that Round-End bristle is gentler to the gums, remember that Pro-phy-lac-tic is the only tooth brush on the market with this patented improvement.

The microscope proves that the bristles in all other tooth brushes are sharp and jagged right at the points which touch your gums... just as it proves that the bristles in Pro-phy-lac-tic Tooth Brush are as round and smooth as your fingertips.

Why take chances massaging the gums with an ordinary, scratchy tooth brush? Look for the red and yellow box so that you will be sure of getting a genuine Pro-phy-lac-tic Tooth Brush. If you like a small brush, by all means ask for the newly designed Pro-phy-lac-tic Adult *SMALL-TYPE*. For a slightly larger size, get the Pro-phy-lac-tic Adult *REGULAR*. Either is 50¢. Both have Round-End bristle. Guaranteed to satisfy or your money refunded.

PRO-PHY-LAC-TIC BRUSH CO., Florence, Mass.

This tuft makes it easy to give your back teeth the extra care they need, because it actually reaches and cleans the molars.

NOTE THE FAMOUS TUFT

Pro-phy-lac-tic

TOOTH BRUSH

No other has **ROUND-END** Bristle

New! **Tooth Powder** By Pro-phy-lac-tic

Here is a dentifrice that you know is safe, because it has been awarded the seal of the American Dental Association, and "accepted" as SAFE FOR CLEANING TEETH by the Association's Council on Dental Therapeutics.

We do not claim that Pro-phy-lac-tic Brand Tooth Powder is the dentifrice your dentist uses. But we do believe it is the kind of powder which

dentists would prefer you to use, because the American Dental Association represents 40,000 members of the dental profession. The Council Seal was awarded to Pro-phy-lac-tic Brand Tooth Powder only after an examination of its formula and advertising claims.

Two sizes, 25¢ and 40¢, are now at most drug counters. Next time, ask for Pro-phy-lac-tic Tooth Powder.



Photo-Micrograph of
ORDINARY BRISTLE
MAGNIFIED 15 TIMES

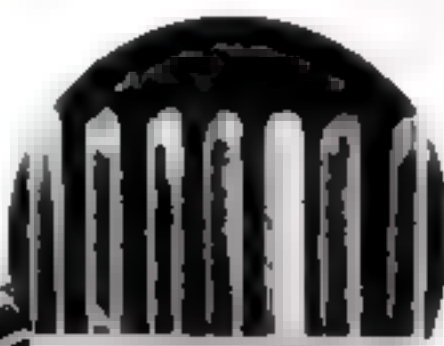
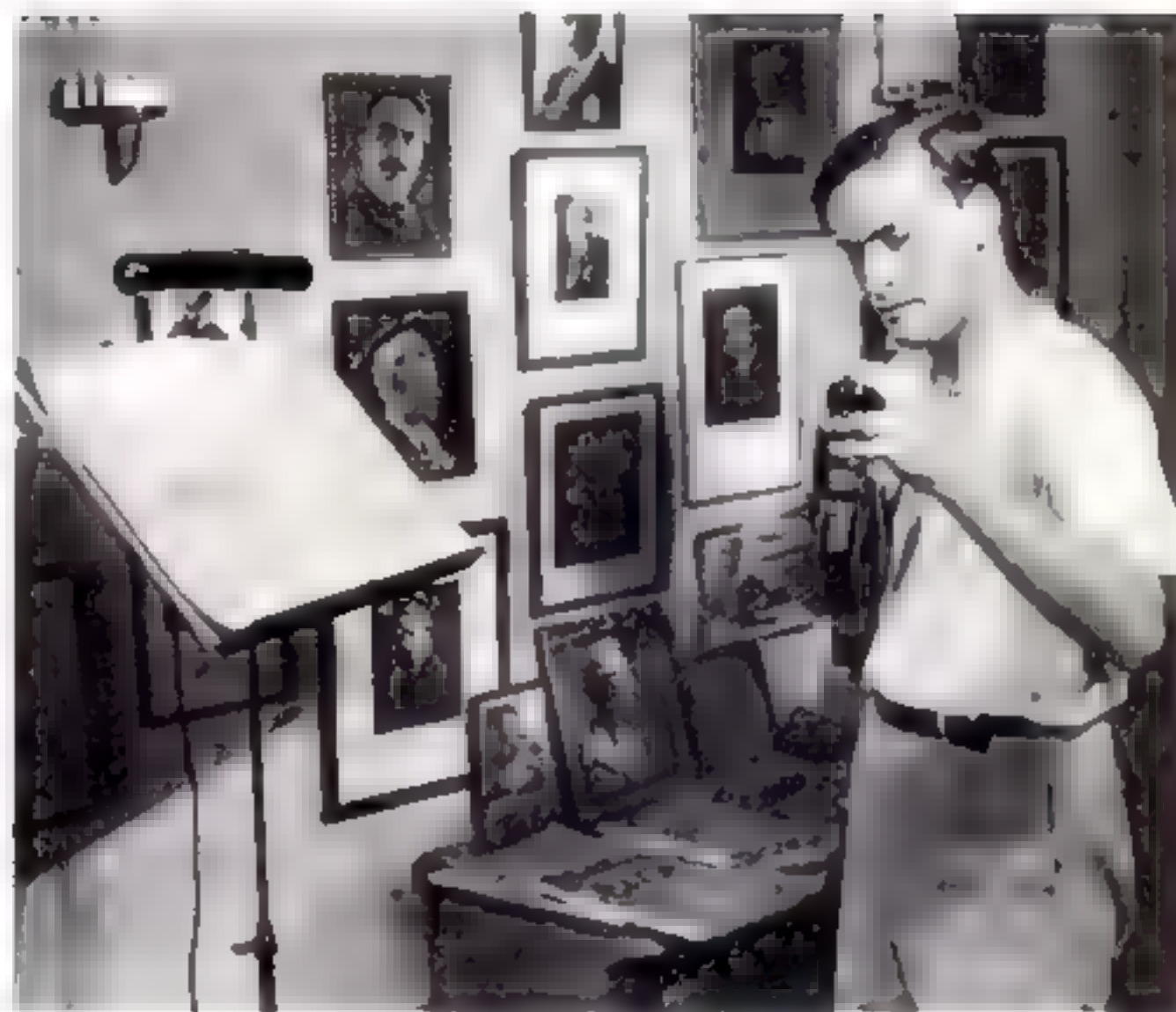
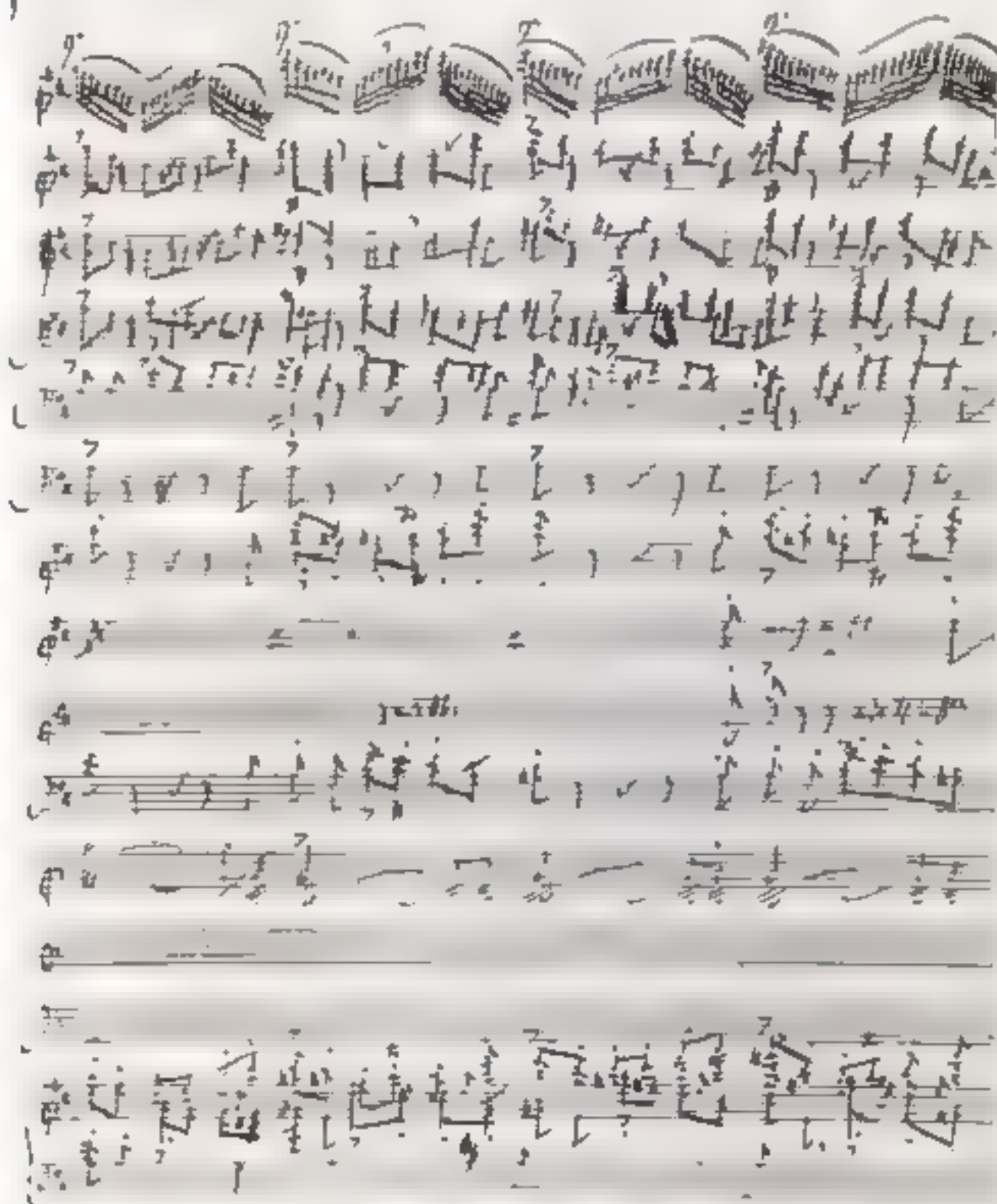


Photo-Micrograph of
ROUND-END BRISTLE
MAGNIFIED 15 TIMES

Violinist Menuhin (continued)



During his retirement, Yehudi Menuhin has spent diligent hours each day practicing in the Menuhin music house (above) whose walls are lined with pictures of musical great. Most notable addition to his repertoire is the Schumann Violin Concerto. Schumann composed it in 1853 the year before he went mad. He sent it to the great Joachim who never performed it, stipulating in his will that it was not to be played until 100 years after Schumann's death. That would be 1950. But this spring, Yehudi saw a copy of the score, begged so hard to play it that it was released for performance. World premiere will be in Germany in October. Menuhin will give its first U. S. orchestral performance in November in St. Louis.



The Schumann Violin Concerto is in D Minor. Above is the manuscript of the third movement, showing the runs of the solo violin at top, orchestral scoring below.

CONTINUED ON PAGE 78



The Fougère Royale Shave is a new experience, an authentic miracle in a cynical world; for it is as good as Fougère Royalists say it is!

Luxury IN GROOMING

It is true that *Fougère Royale* costs a *souçon* more per grooming than the common or garden-variety of shaving soaps, lotions or talcs. But aren't you willing to spend it to begin each day with the luxury of a King? Supreme in quality, un-feminine in fragrance, *Fougère Royale* is fresh, stimulating, brisk as all out-doors—and 100% ALL MAN.



Fougère Royale Shaving Bowl. Costs a whole \$1 but lasts like granite, so it's probably cheaper than several tubes of run-of-mine shaving soap. And much more fun. *Wooden Bowl, \$1.*

Fougère Royale After-Shave Lotion. The dessert of your shave. The reward for shaving! A lift to the spirit. Slightly astringent and soothing to small razor nicks. *A cocktail for your face. 85c.*

Fougère Royale Talc. Exquisitely fine, but strictly masculine in tint and fragrance. There's nothing coquettish about this talc. *A luxurious necessity for 50c.*

Fougère Royale Hair Lotion. Adds lustre without oiliness, stimulates the scalp, corrects dryness, makes your hair behave—and smells of *Fern*, not forget-me-nots The price is 85c.

Fougère Royale Oil for the Hair. Frankly, for very dry scalps and rebellious hair. Applied after moustening the hair, you only need a little, but that little serves. *Several months' supply, 85c.*

FOUGERE ROYALE

Pronounced Fouj-air Roy-al (Royal Fern)

by HOUBIGANT for men



A TENSE MOMENT

Ninth inning, score 0 to 0, winning run on third base.

N. Y. Times Studio



**TUT, TUT, MEN—
HERE'S A CEREAL
THAT HAS BOTH**

When you step up to a plate of Wheatena there's no argument about food value vs. flavor. They're *both* there! Food value from rich, brown wheat; flavor that comes out when that brown wheat is roasted and toasted. *That's*

Wheatena! Approved by doctors for six-months-old babies; O.K.'d by trainers for their heavy-duty athletes; most certainly good for *you*. Wheatena nourishes, restores, satisfies—and tastes all-fired good the while. Sez who? Sez you, after just one inning with Wheatena.

Wheatena

The hot brown wheat cereal

FREE SAMPLE... Will your children like Wheatena? Here's a chance to find out at our expense. Let us send you a generous, free sample, with simple directions for bringing out all the rare and delicious flavor of roasted and toasted wheat. A postcard will bring your free sample promptly. Mail to The Wheatena Corporation, Dept. L-1, Rahway, New Jersey.

© The Wheatena Corporation, Rahway, N. J.



Violinist Menuhin (continued)



Sister Yillah is 15, plays the piano and has no idea what she wants to be when she grows up. Here she is losing a game of table tennis to Yehudi who is expert.



Papa Menuhin, Yehudi's spokesman, is a Russian who came to San Francisco when his talented son was nine months old, worked in a lumber yard, then taught Hebrew.



Mama Menuhin felt very drowsy after a heavy lunch the day the photographer visited her. The Menuhin family life is close, pleasant, loving and argumentative.

THIS FALL - GO GRAY IN STEEL !



Autumn browns go "metal" too...with Stetson's copper colors well out ahead. Shown: "Frazer" in bronze ...its generous brim bound at the edge, its low crown dented in a triangle.

Smartest hats this Fall take modern metals as their color-theme. Stetson leads the trend with two style-wise models. Left: "Durand," in chromium color felt, raw edge, pinched crown. Right: "Glenmar," in blue-steel, welt edge, with wide, deeply cupped brim.

Go gray in *steel* or go brown in *copper*, but go Stetson! For whatever its color, the smart Stetson that you buy today will keep its smartness as long as you care to wear it. John B. Stetson Company, Philadelphia, New York, London, Paris. Stetsons are also made in Canada.

STETSON HATS

Stetsons, from \$7.50 (unlined, from \$7) to \$40. Air-Light Stetsons, from \$5

11

Perfect performance.



MADELEINE CARROLL

In David O. Selznick's

"THE PRISONER OF ZENDA"

The most romantic adventure story of all time.



PERFECT performances "don't just happen"

... exceptional talent and dramatic experience make the performance of Madeleine Carroll in "The Prisoner of Zenda" perfect—likewise, outstanding engineering talent backed by a quarter of a century of experience brings "Perfect Performance" to the motor equipped with Auto-Lite Spark Plugs.

Auto-Lite Spark Plugs are built as a balanced unit of the ignition system—delivering a spark of the right characteristics, in the right place, at the right time. In terms of performance, the result is greater motor efficiency plus maximum economy.

You can renew the "New Car Performance" of your car by installing Auto-Lite Spark Plugs. The improvement is instantly noticeable when you step on the starter. The economy is proven as you drive. Tell your dealer you want Auto-Lite Spark Plugs.

• • •

**THE ELECTRIC AUTO-LITE COMPANY,
MERCHANDISING DIVISION, TOLEDO, OHIO.**

AUTO-LITE SPARK PLUGS

IGNITION ENGINEERED BY IGNITION ENGINEERS

GOVERNOR EARLE COMES HOME FROM EUROPE

Pennsylvania's Governor George H. Earle cut a swath through Europe that ended when he told London's American Chamber of Commerce, Sept. 7, that the best way to tell about the next war would be to psychoanalyze three men—Hitler, Mussolini and Stalin. In Poland in August, he made a play for the cousins of Pennsylvania's Polish coal miners and visited a Harvard roommate's grave. In Austria he laid a wreath on the tomb of his late friend, Chancellor Dollfuss.



Commander in chief of Pennsylvania's Nat. Guard Aviation Corps in Austria.



As Minister to Austria, he went shooting in Tyrolean costume in June, 1934.



Fishing in River Leitha, Governor Earle (foreground) had as his companion Robert Best, United Press correspondent (right, background). Earle's catch: two trout.



In Vienna, at the tomb of assassinated Chancellor Dollfuss whom he knew when he was Minister to Austria (1933-34), Governor Earle reverently laid a wreath.

Builds 25 Houses... Buys 25

COAL FLOW'S



Lount-built quality homes under construction. In 1936, Frank R. Lount built 10 homes of this type in Winnipeg. In 1937 he is building 15 more. All 25 have air-conditioned heating plants, fired by Iron Fireman Automatic Coal Flow Burners.

IRON FIREMAN automatic coal firing chosen by expert builder

THE kind of heating that conquers Winnipeg winters is the kind you want for your home—no matter where you live. Frank Lount, expert builder, chooses air-conditioned warm air furnaces fired by Iron Fireman Automatic Coal Flow burners that feed direct from bin to fire. He finds, as you will, that whether in a new or old furnace, whether warm air, hot water, steam or vapor, Iron Fireman automatic coal firing gives far more heat for the money and much greater uniformity, which is very important in home comfort.

In selecting Iron Fireman for the homes he built in 1936, Frank Lount acted on his own judgment after studying all available forms of heating. All his houses made such fine comfort records for their owners that he chose Iron Fireman again in 1937 for his bigger building program—and this time his judgment, like that of many thousands of others, is based on happy experience.

"Most of the owners have used

other forms of automatic heating," says Mr. Lount, "and they tell me they appreciate the even temperature maintained by Iron Fireman. And these homes are being heated for less than

half the cost of using other fuels." L. S. McCarthy, who owns one of the Lount-built homes, says, "Of my 13 winters spent in Winnipeg, this has been the most comfortable as far as heating is concerned. We have had a nice, even heat, and it cost only \$80 to heat the house for the winter."

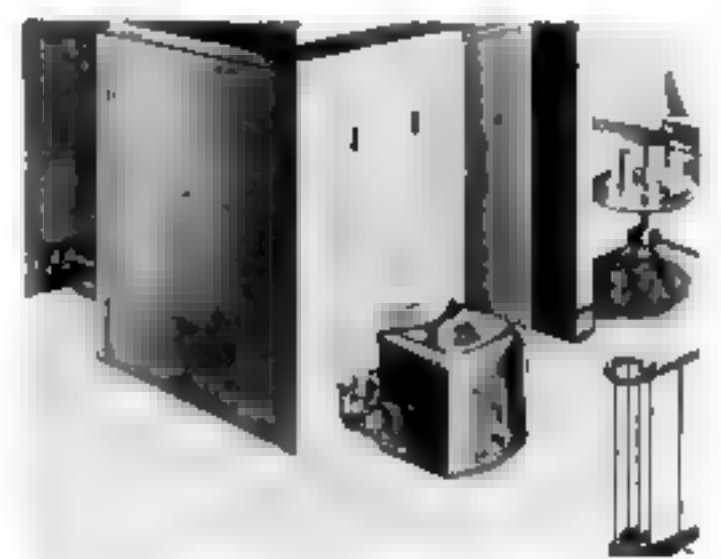
Alan C. Campbell, who has bought one of these homes now being built, writes: "Iron Fireman is being installed because of the favorable reports I have heard about its reliability and economy. I am looking forward to better comfort, convenience and economy in my heating than I have ever had before."



Frank R. Lount

Iron Fireman Popularity Growing Faster Than Ever

Automatic coal firing is the fastest growing industry in the heating field, having increased 377% since 1933, while the nearest competing type of heating gained only 143%. Because of the advanced features of the Iron Fireman Coal Flow, coal is now a truly automatic fuel. The Iron Fireman nation-wide organization of trained coal firing field men quickly install Iron Fireman burners in practically any heating or power plant, new or old, from a small domestic furnace up to boilers developing 500 h p. These men are available for free consultation, without cost or obligation. Ask for a free survey and report. Learn what improvements Iron Fireman can bring you—what it will save in fuel bills.



No coal handling. Iron Fireman Coal Flow conveys coal direct from bin to fire.

IRON FIREMAN

Portland, Oregon; Cleveland, Ohio; Toronto, Canada. Dealers everywhere



☐ Send "Survey of Fire" booklet. ☐ Send Iron Fireman catalog

Name _____

Address _____

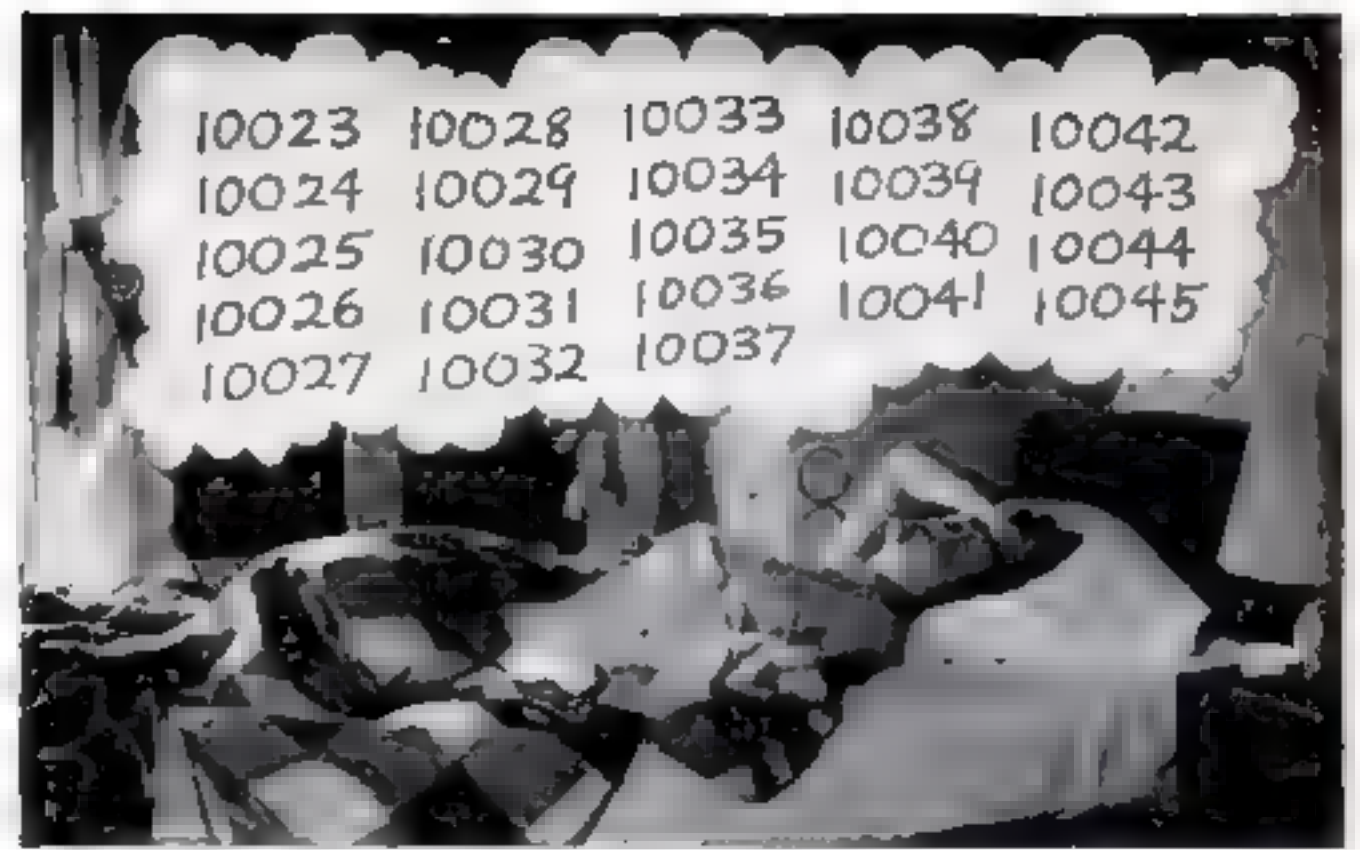
Type of heating plant _____

(Mail to Iron Fireman Mfg. Co.)

Cleveland, Ohio.)

Do You wake up Purring -or Growling?

A BEDTIME STORY BY SIMMONS



● Picture of a woman after she has gone to bed on a badly constructed mattress. She can't seem to relax. She's trying to count herself to sleep.



● After half an hour of tossing and turning, she's still wide-awake and trying the book technique. Eventually she'll drop off to sleep from sheer exhaustion.



● The next morning! She feels worse than when she went to bed. There's a tired spot at the base of her spine and another between her shoulders. Her head aches.



● Complete lack of emotional control—spilled breakfast food is a major offense after 8 hours of disturbed, broken sleep.



● Now she wakes up happy as a lark—it's just as easy to feel *this way*—after a night of deep, refreshing sleep on a Beautyrest.

Poor sleep robs your nerves and muscles of calcium—you become irritable, less efficient

IF you were kept awake long enough, science says, you would lose all control over your muscles and your emotions, would finally die.

The reason is that, during bodily activity, calcium is transferred from your nerves and muscles to the blood stream. And only during sleep is it restored to the nerve and muscle tissues.

If your sleep is broken and disturbed, if you are continually waking up tired and cross, check your sleeping equipment at once—it is probably faulty.

You need for complete calcium recovery of the nerves and muscles each night *sleep—full, deep.*

Simmons Beautyrest Mattress is scientifically constructed to **LET YOU SLEEP**. Its 837 separate coils instantly adjust themselves to your body at every point of contact. You float off easily, quickly, to deep, calm slumber on its 837 "floating-action" coil springs.

See how it feels to wake up "ready to go" with nerves and muscles fully rested. Let Beautyrest do this for you. The cost is only 24¢ a day! Ask about it at any leading furniture or department store, Simmons Co., Merchandise Mart, Chicago, Ill.



SIMMONS *Beautyrest*

WORLD'S LARGEST MAKERS OF BEDS, SPRINGS, MATTRESSES, STUDIO COUCHES, METAL FURNITURE

PRESIDENT ROOSEVELT FOLLOWS LINCOLN TO ANTIETAM BATTLEFIELD

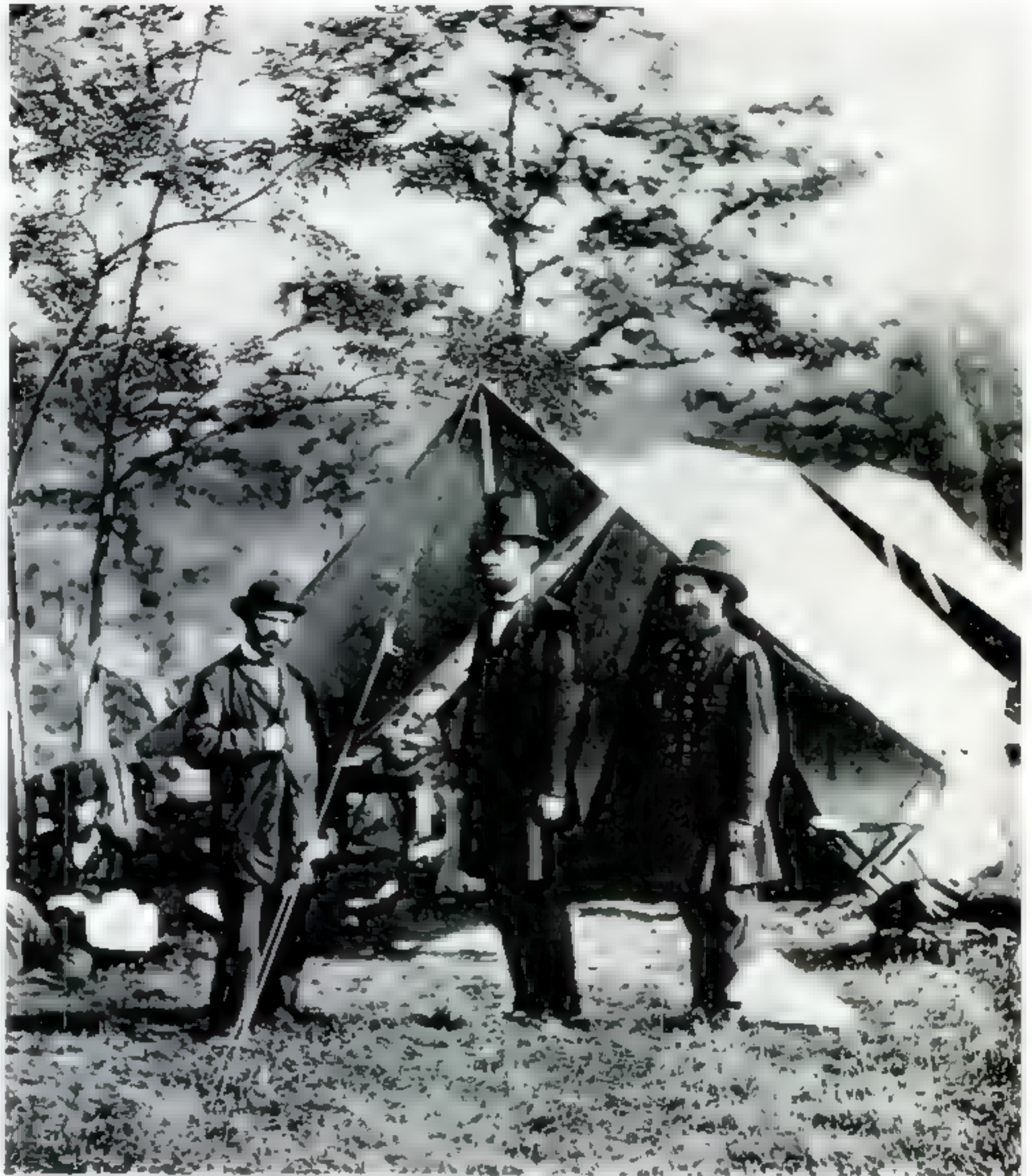
All during September, 1862, the Emancipation Proclamation lay written but unissued because President Lincoln needed a victory for its publication. On Sept. 17, 1862, the North's Army of the Potomac fought the South's Army of Northern Virginia to a stalemate at the Maryland village of Sharpsburg in the battle known as Antietam. On Sept. 22 Lincoln, figuring this was the nearest to victory he would get, issued his Proclamation freeing the slaves.

On Oct. 8, Lincoln visited Antietam where his cautious general, McClellan, still rested his weary troops. At right, Lincoln stands with Allan Pinkerton, Secret Service chief and founder of Pinkerton's National Detective Agency, and General McClellan. Sprawling man at left holds the photographer's serial number. Lincoln replaced McClellan with Burnside, Nov. 9, as Commander in Chief of the Army of the Potomac.

On Sept. 17, 1937, President Roosevelt will go to Sharpsburg to be present at the 75th Anniversary of Antietam and to watch 1,200 National Guardsmen duplicate the old battle. Present will be McClellan's son, the onetime mayor of New York, and a Lee grandson. Not present will be the late Supreme Court Justice Holmes whose famous father combed the field after Antietam for his wounded son.

Only three months before Antietam, "Granny" Lee had taken command of the Army of Northern Virginia. In June, 1862, he had chased McClellan from Richmond in the Seven Days fighting and in August outmaneuvered and outfought General Pope at Second Manassas. He thereupon struck north into Maryland and, while waiting for McClellan to move, divided his army into five parts to take Harper's Ferry in his rear. McClellan risked a battle at Antietam only because he knew all Lee's plans. Antietam ended 1862's invasion of the north but Lee in three months was winning at Fredericksburg and Chancellorsville.

Before Antietam, Lee's victorious army was described as follows: "They were a most dirty, ragged, lean and hungry set of wolves. Yet there was a dash about them. They rode like circus riders. They were profane beyond belief and talked incessantly."



PRESIDENT LINCOLN AND PINKERTON ON THE FIELD OF ANTIETAM, OCT. 8, 1862



The high tide of the Union attack at Antietam, their best effort in 1862 against Lee's army, just reached this Lutheran church on Sharpsburg's Main Street, at 3 p.m., Sept. 17.



This post-and-rail fence was a deathtrap for Jackson's men along Hagerstown Pike. Too heavy to tear down, too open for defense, it forced men to climb over, making fine targets.

CONTINUED ON NEXT PAGE



This is the country around the Maryland village of Sharpsburg, notable for nothing except that a great many men died here on Sept. 17, 1862, in a battle in which the Northern generals came desperately close to destroying the vastly inferior army of the South's General Robert E. Lee. The casualties of 23,000 were the highest for a single day in the Civil War.

The battle is a model of tactics, the deployment and movement of men in the mass against other men in the mass. No general could have done better and few have ever done as well as Lee did in standing off double his numbers. The numbered sectors of the Battle of Antietam are repeated, with their famous landmarks, in the small action maps on opposite page.

(continued)
(1862-1910)

THE BATTLE OF ANTIETAM

The Civil War's Bloodiest Day

On Sept. 15, 1862, a moving cloud of dust rolled from the east toward the Maryland village of Sharpsburg, shown on opposite page. Suddenly several things about this patch of lovely countryside became important. It lay in a peninsula bounded by Antietam Creek and the Potomac River. The Hagerstown Pike north out of Sharpsburg ran atop a ridge. A number of little rounded valleys dropped eastward from this ridge toward the Creek, so that men in one valley could not see what men in the next valley were doing. This last fact broke the Battle of Antietam into three separate engagements fought in series.

The cloud of dust was less than one-half of the victorious army of General Robert E. Lee in the odd position of running away from the Union's super-cautious General George McClellan. Lee was running away because he had divided his army into five parts for a wide enterprise of capturing Harper's Ferry. McClellan had boldly given chase because one of his men had found a spare copy of Lee's Special Orders in an abandoned camp, wrapped around three cigars. Lee's problem as he fell back on Sharpsburg was to hold off McClellan until Jackson, McLaws, Walker, Anderson and A. P. Hill could bring up their divisions and brigades from the south. When he drew up Longstreet (Sector 3) and D. H. Hill (Sector 2) before Sharpsburg on Sept. 15, he had only 18,000 men, against McClellan's 87,000, the worst odds his army faced until Appomattox. During the 15th, the woods east of the Creek filled with men in blue. That day and the next, Lee could have been destroyed. On the afternoon of the 16th, McClellan feinted at Lee's left and met Hood's veteran Texans (Sector 1). By dawn of the 17th, Lee's army had been increased to 25,000.

Before sunrise McClellan hurled Hooker against Jackson on the Confederate left (Sector 1), which by then faced almost directly north. Hooker destroyed the brigades of Lawton, Hays and Trimble and opened a disastrous gap. Hooker's men climbed over a post-and-rail fence and poured down the Hagerstown Pike toward the Dunker Church (top, right), which commanded the high ground. Hood's men in reserve rose and threw them back once but, their ammunition exhausted, were in turn repulsed by Mansfield. In the nick of time Lee rushed Walker's and Anderson's brigades four miles from the south to the north (Sector 3 to Sector 1). They were stopped, however, by the Hagerstown Pike fence, which was swept by Union fire. Once again the North under Sumner attacked and was once again repelled, this time by McLaws' reinforcements.

At midmorning McClellan launched his second battle, against the Confederate centre (Sector 2). An enflading fire left the "Bloody Lane" heaped with Confederate dead (see right, centre) but Hill repulsed three Union attacks. On the fourth the Confederate line broke. Hill in an insane rage rallied some 200 men and charged the solid Union flank. General Sumner, alarmed at this trivial demonstration, ordered Franklin to withdraw. The Confederates were largely out of ammunition, walking in a daze.

The third battle, 1 p. m. to sunset, was a Union attack in force across the bridge, later called Burnside's (Sector 3). Burnside's men crossed the bridge and started to turn Lee's right flank. Suddenly the last of Lee's missing division, 3,000 men under A. P. Hill in his red battle shirt, rushed onto the field from the south, swept Burnside's men down the slopes and back to the bridge.

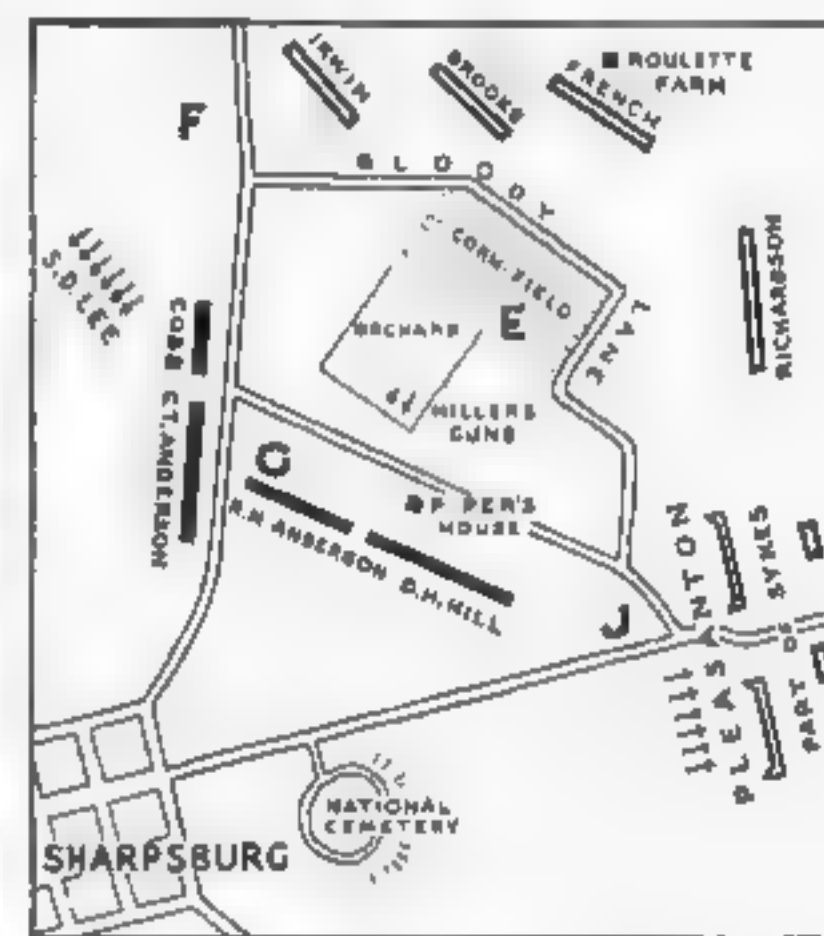
There the battle ended. Lee lost 10,700 men, eleven generals; McClellan 12,400 men, nine generals.



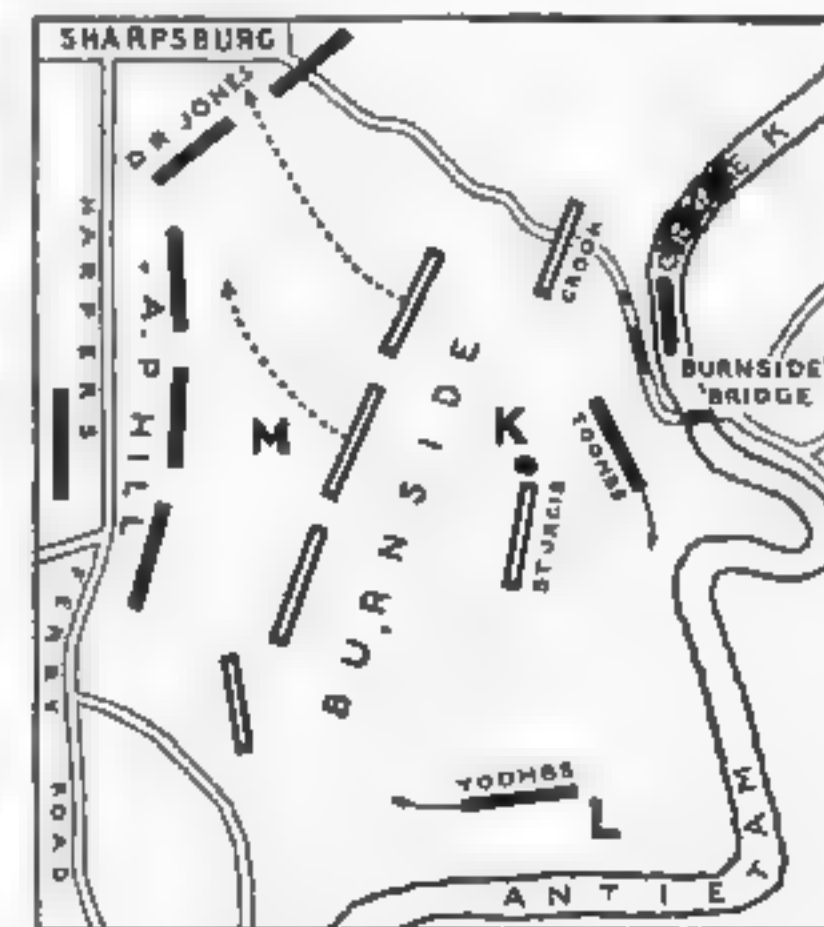
The Dunker Church, shown above and on maps on opposite page and at right, stood in front of West Wood, which concealed the troops of J. R. Jones and Lawton. The Union Army saw the little white church as a lovely, unattainable dream. Three times they broke the Confederate line and streamed up the slight rise toward it. Three times they were mowed down and thrown back. The church, of the Dunker Baptist sect, stood on ground donated by Mr. Mumma whose farmhouse was set afire Sept. 17 by the South. The church was pocked with shell holes. This picture after the battle shows the dead and one of Stephen D. Lee's disabled guns.



"The Bloody Lane" was the new name given to the innocent Sunken Road that led around Farmer Piper's cornfield and orchard. Photographer Brady's photograph shows the corpses of some of D. H. Hill's men who gave it its new name. In the second phase of Antietam a great concentration of fire swept the Bloody Lane enflading both sides of the angle. Hill's men held their ground against three Union attacks, poured a terrific return fire into the attackers. But Meagher's Irish Brigade fought their way to the angle. New Hampshire and New York regiments gained the Road and the Confederates' line broke back to the village of Sharpsburg.



Burnside's Bridge was the name the Battle of Antietam gave the picturesque stone bridge, shown above and on maps. Burnside had had orders to attack but his road leading to the bridge paralleled the Creek, exposing his men to the fire of Toombs. All day Toombs kept Burnside from the bridge until 1 p. m. when all Burnside's men and guns made the attempt, chasing Toombs south to his own rear. Longstreet's depleted lines tried to hold Burnside, fought against overwhelming odds from 3 p. m. to 4:30 when the field was saved by the arrival of A. P. Hill from the south. Attacking with dash, Hill chased Burnside back to the bridge.





No novice to the American Chemical Society is Columbia's Dr. Harold Clayton Urey (*left*), 1934 Nobel Prize-winner in chemistry. For many years Dr. Urey has provided chemists with food for thought and new substances for experimentation. The latter have usually been isotopes—varieties of the same chemical element with different atomic weights. Hence 3,500 scientists attending the annual convention of the American Chemical Society at Rochester, N. Y. from Sept. 8 to 10, were not surprised to hear that Dr. Urey was to read a paper on isotopes. They were amazed, however, to hear that he had isolated the heavy isotope of nitrogen in sufficient large quantities to permit extensive experimentation. They recalled Dr. Urey's discovery of the valuable "heavy hydrogen," foresaw vast openings for the investigations of physiological processes of life.

Isotopes have been known since 1913. At the time of their discovery, Dr. Frederick Soddy said: "Something surely akin to, if not transcending, tragedy undertook the lifework of that distinguished galaxy of 19th Century chemists" who for years labored to find accurate atomic weights. For isotopes proved that there was no element weighing a certain amount, that the weight of each element was the average weight of all its component isotopes.

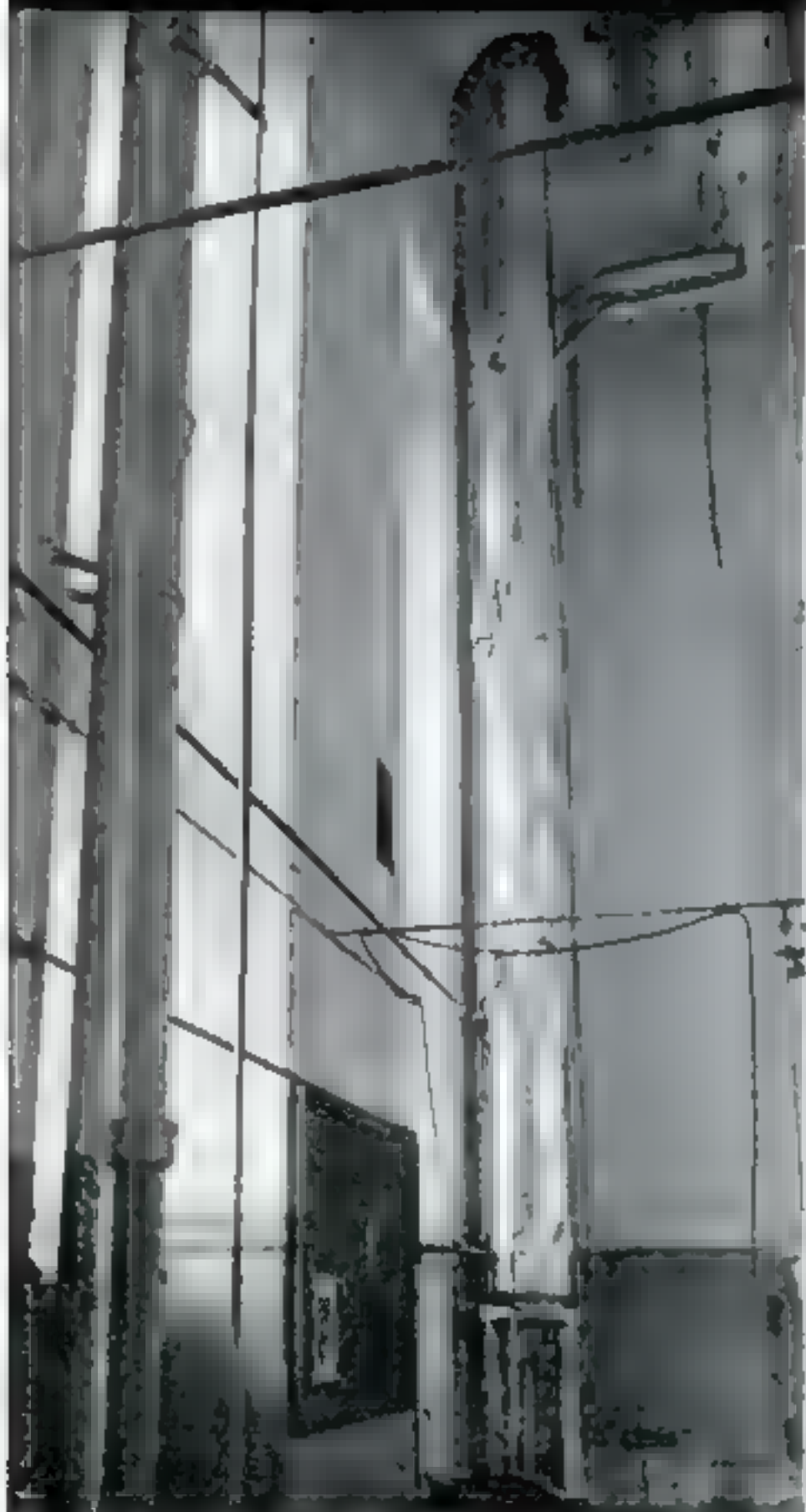
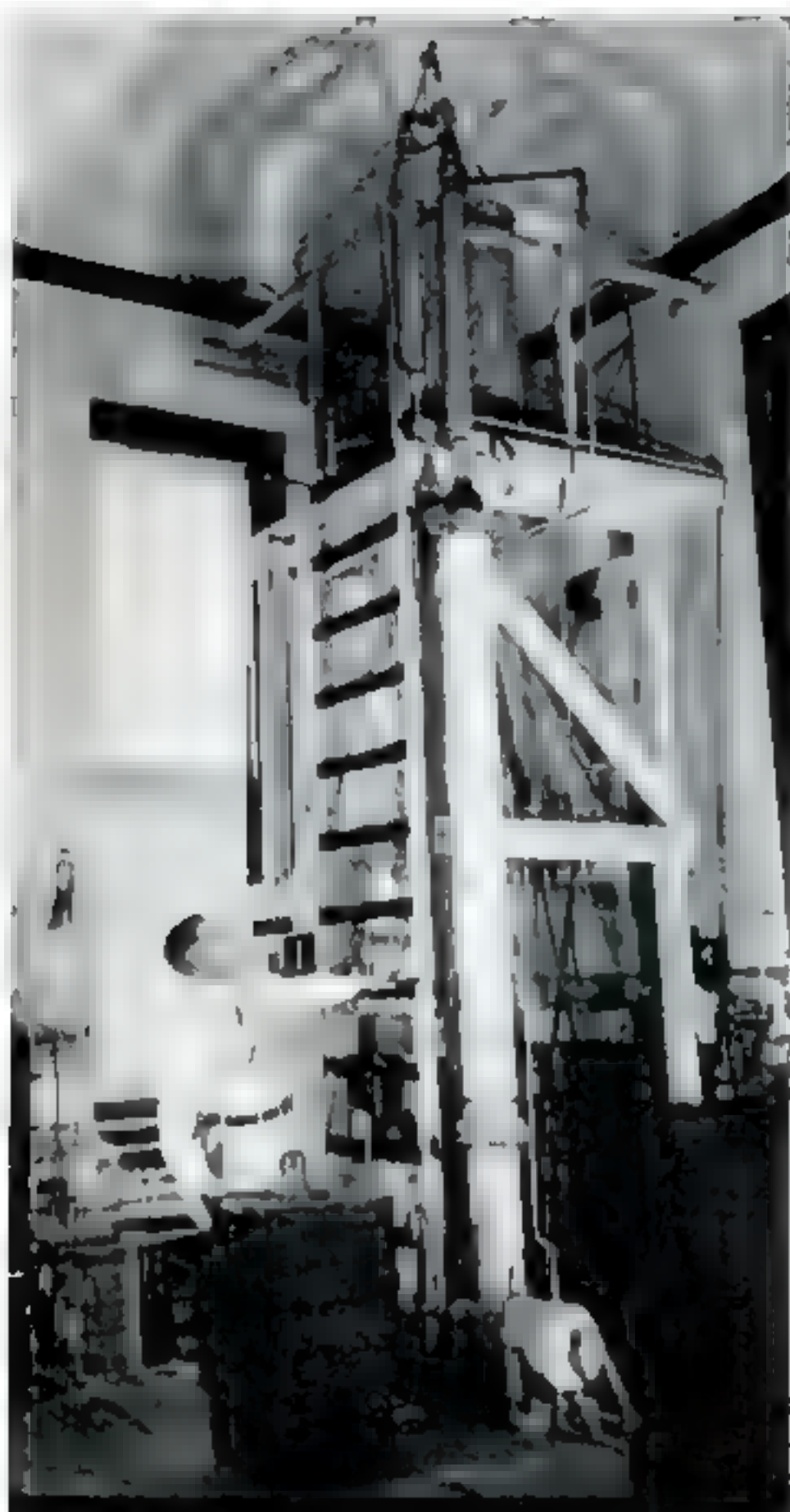
To obtain the heavy twin of nitrogen Dr. Urey and his colleagues, Dr. John R. Huffman, H. G. Thode and Marvin Fox, used an extraction column (*see right*) in which they created successively higher concentrations of the new isotope. Basic products used are a solution of ammonium sulphate and ammonia gas. The solution runs down the column while the gas rises from bottom. When the two meet, ammonia molecules, containing one nitrogen atom and three hydrogen atoms, pass into the solution, change places with the ammonia molecules previously in it. During the switch, heavy nitrogen atoms tend to remain in the liquid, creating a solution richer in weighty isotopes which drops to the bottom of the tube. The process of conversion is repeated continuously, producing two-fifths of a pint in 24 hours in a concentration six and a half times that of normal nitrogen.



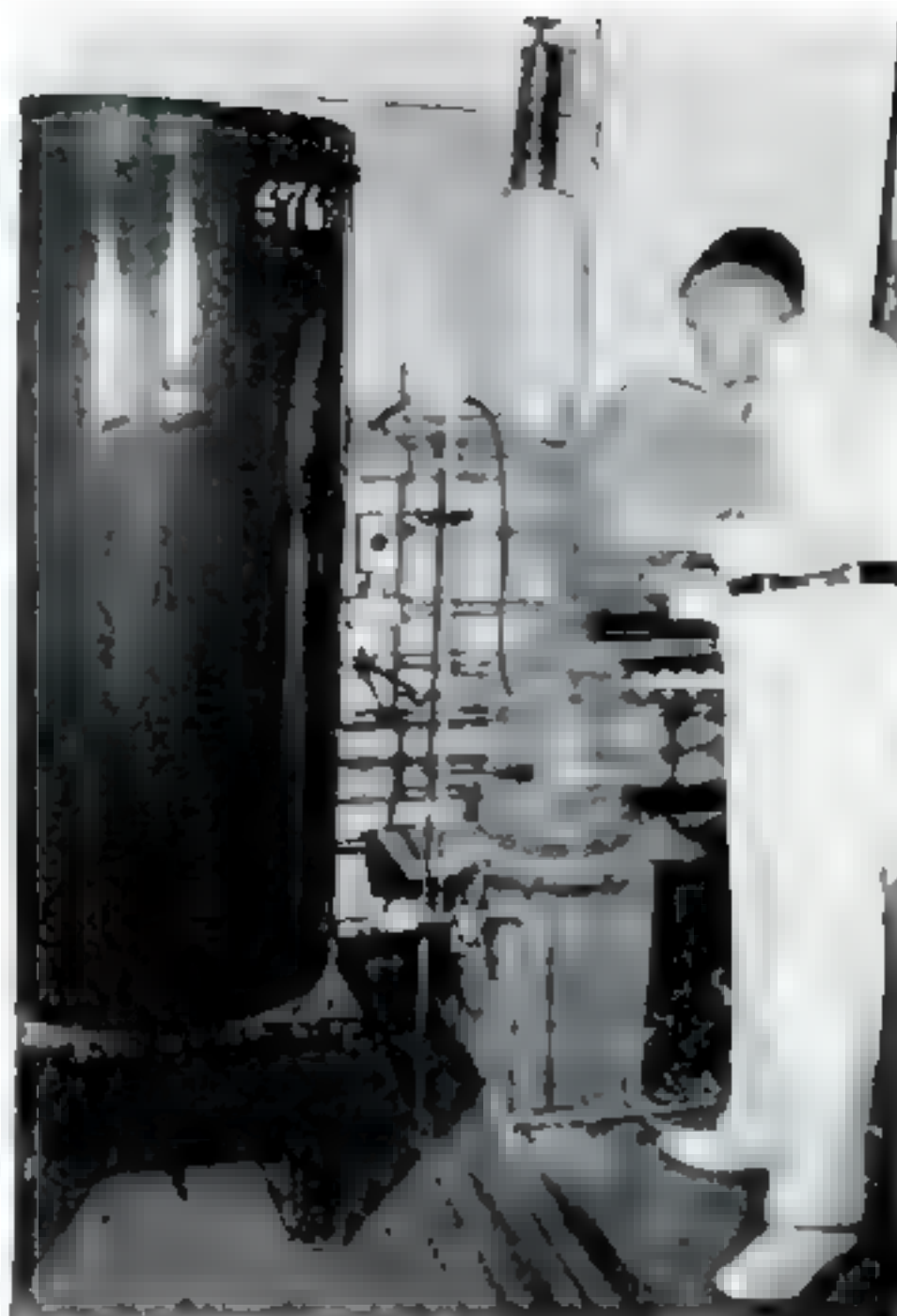
Isotopic concentrates have made Dr. Urey famous. Top row *left*, normal, heavy and heavier nitrogen concentrates; *right*, carbon twins. Bottom row, heavy oxygen and heavy hydrogen.



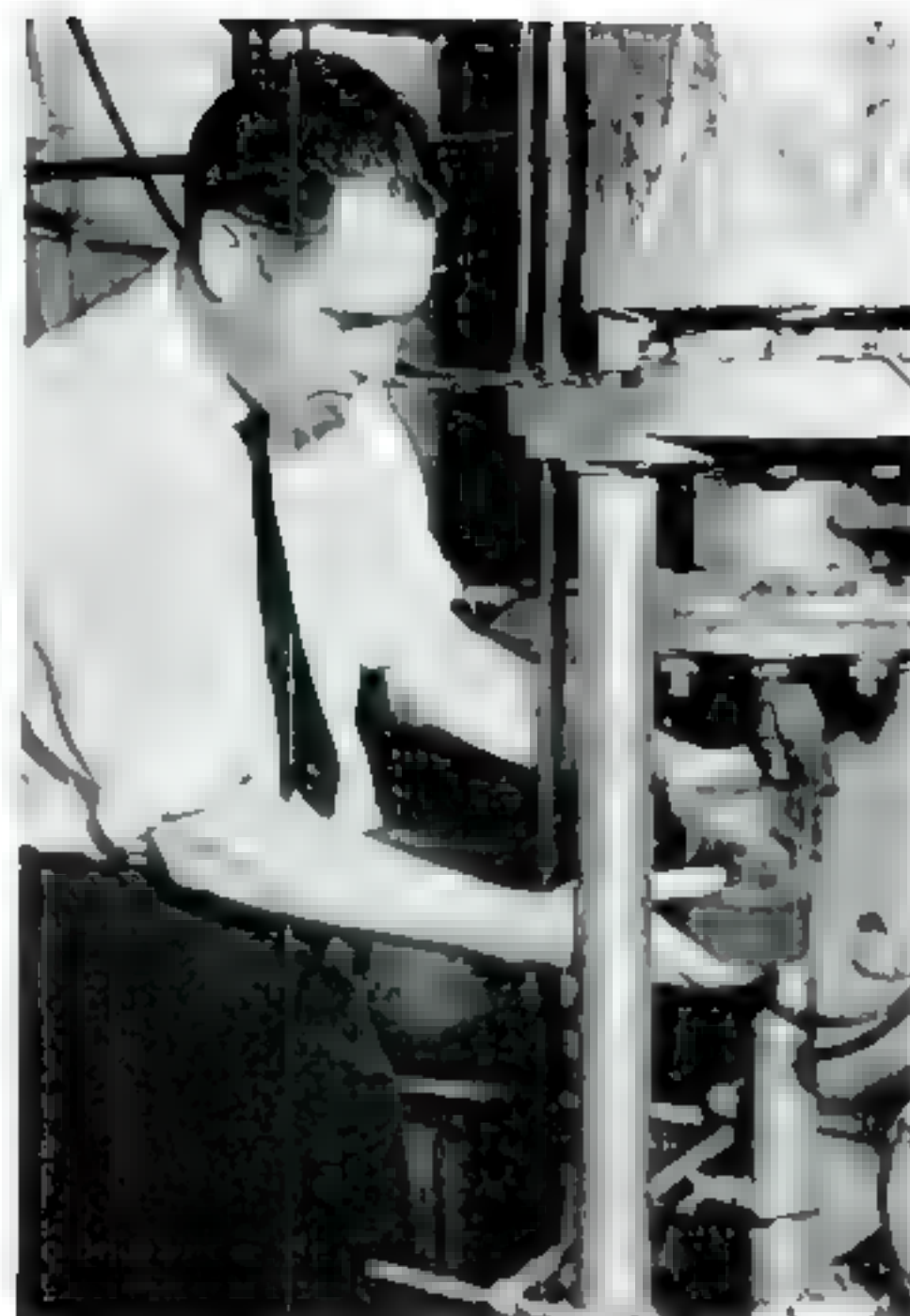
Principal materials used for producing heavy nitrogen atoms are a solution of ammonium sulphate and sodium hydroxide. The latter is used to free the ammonia gas in the solution.



Isotope separator is this 35-foot-high column running through two floors at Columbia University. In the tube are 620 fixed cones and 620 cones on a rotating shaft. The ammonium solution trickles down cones, encounters rising ammonia gas. An exchange of nitrogen molecules occurs and the isotopes, because of their weight, drip down to the bottom. The column can also make other heavy atoms.



Dr. Urey pours the ammonium sulphate into a container from which it is pumped into extraction column (left). This Nobel Prize-winner chemist becomes so absorbed in such details that he often forgets to go home in the evening.

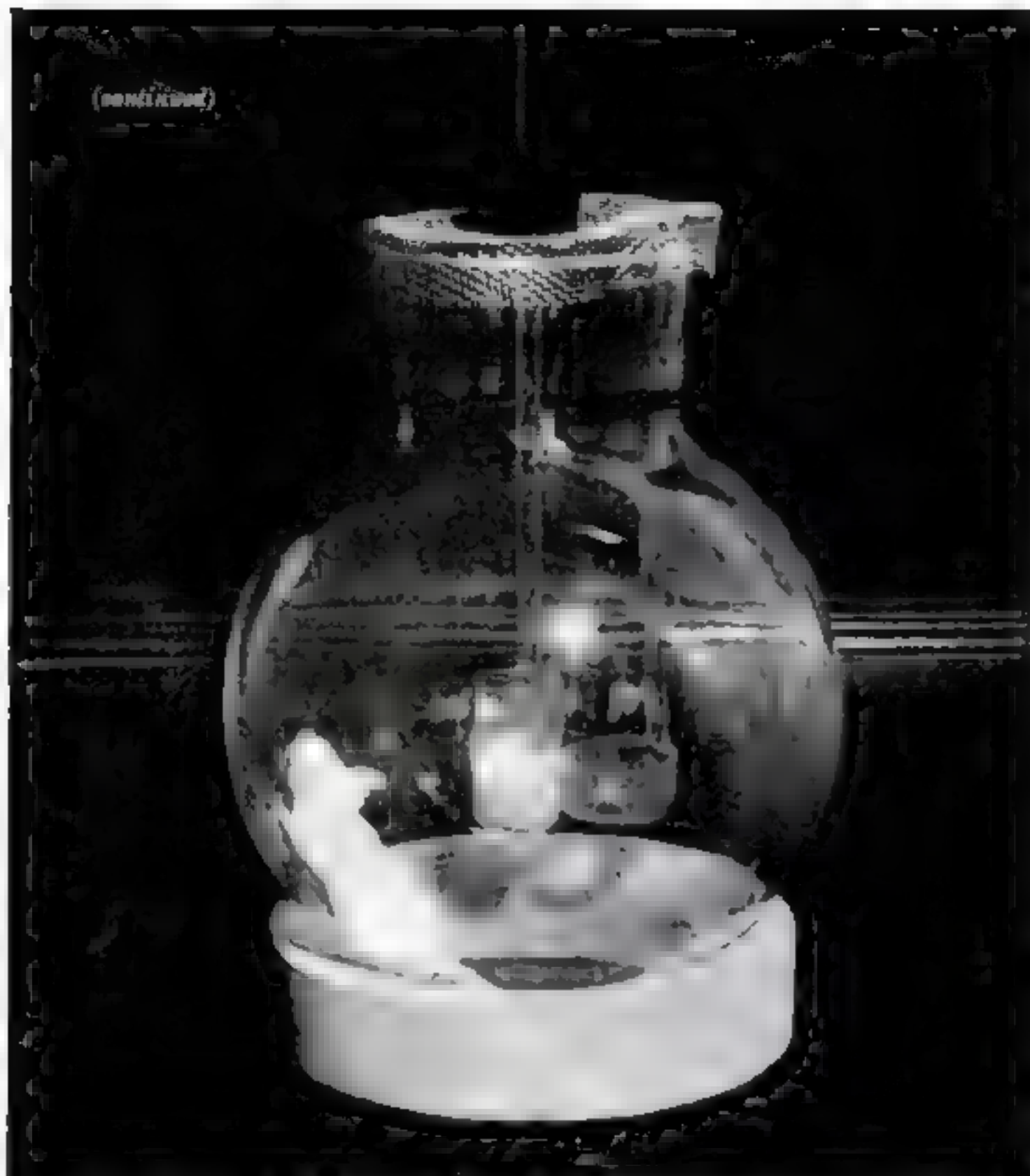


Assistant Huffman, who constructed the column, draws off the concentrated nitrogen-isotope solution from the base of the machine. Because of Dr. Urey's enthusiasm, Dr. Huffman often has to forget to go home in the evening, too.

Biologist Schoenheimer uses tagged atoms to trace food assimilation in mice

Soon to biologists are Dr. Urey's twin atoms, called "tagged" atoms because they act as tracer bullets in following the process of food assimilation through the body. Dr. Urey turns them over to Dr. Rudolf Schoenheimer (below), assistant professor of biology at Columbia School of Medicine. He mixes them with food substances, feeds these compounds to mice and rats. The isotopes remain with the substances during process of assimilation in the body cells. Hence a post-mortem of the animal reveals how different foods are transformed into various products in the body. At the Rochester convention Dr. Schoenheimer explained how heavy hydrogen was used to trace the conversion of solid fats into liquid fats in the body. Heavy nitrogen, he said, would be used likewise to trace the conversion of proteins, may reveal many unknown vital chemical processes.

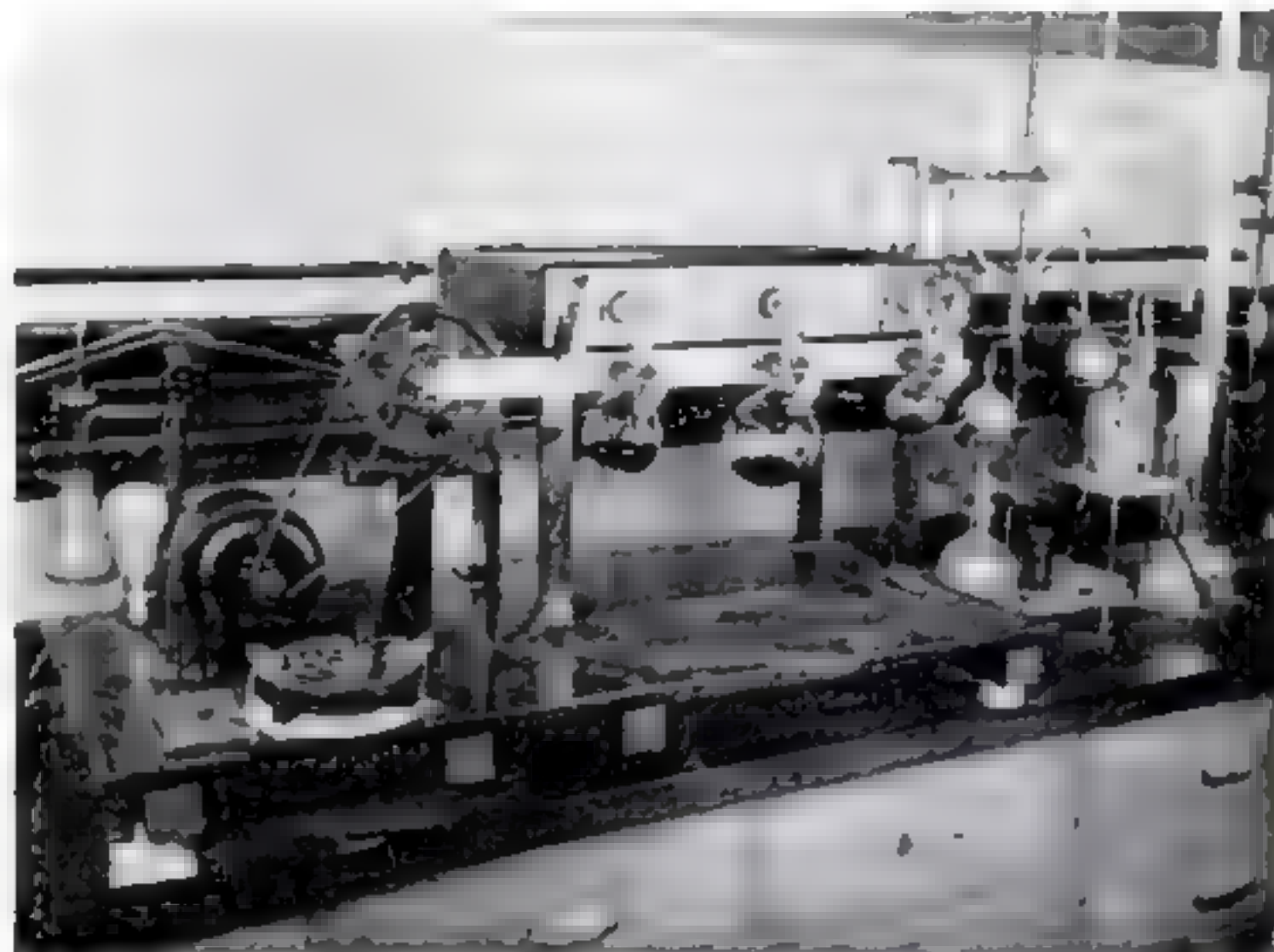




1 The mouse lives for five days in this glass bottle while assimilating fat containing the heavy hydrogen. The two small bowls inside the bottle hold its food and water.

Mouse is liquidated: heavy hydrogen in its diet survives

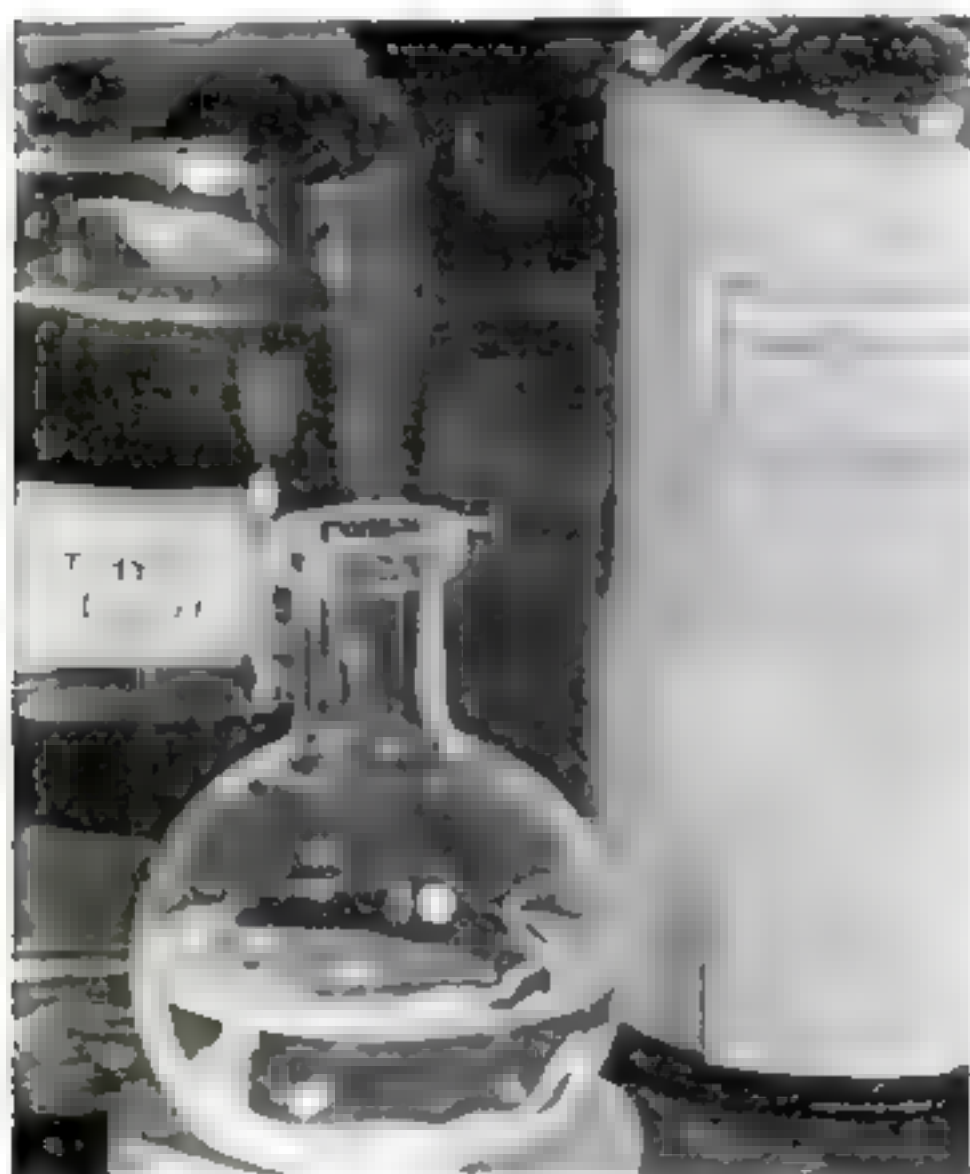
Scientists have long been baffled by the difficulty of following the chemical changes which transform food into bones, flesh and fat. A partial solution to the problem was discovered by Drs. Schoenheimer (see previous page) and David Rittenberg. They put a chemical label on solid fats (stearic acid) by adding to them heavy hydrogen, and fed them to mice. After dissolving the mice, they extracted liquid fat (oleic acid) containing the same heavy hydrogen. As a result of these experiments, they concluded that animals: 1) store their fat in fat tissues; 2) continuously replace the fats; 3) can change food materials such as sugars, starch and proteins into fats.



2 Heavy water is separated into heavy hydrogen and oxygen in electrolytic cell at right. The heavy hydrogen is mixed with fat solutions by shaking in bottles on moving bar.



3 Dr. Schoenheimer pumps solid fat through a tube into the stomach of a mouse. The animal's jaws are propped open by a stick so that it can't puncture the tube while being fed.



4 Five days later the mouse is dissolved in a mixture of strong alkali (potassium hydroxide) and ethyl alcohol.



5 The chemical liquefaction of the mouse is speeded up by gently heating flask for two hours in a steam bath.



6 Nothing is left of the mouse but the reddish liquid in the flask and the pile of bones on the sheet of paper.



7 In a separatory funnel ether extracts the fats from the solution. The light liquid on top contains the isotope-labeled fats. The other dark liquid will be discarded



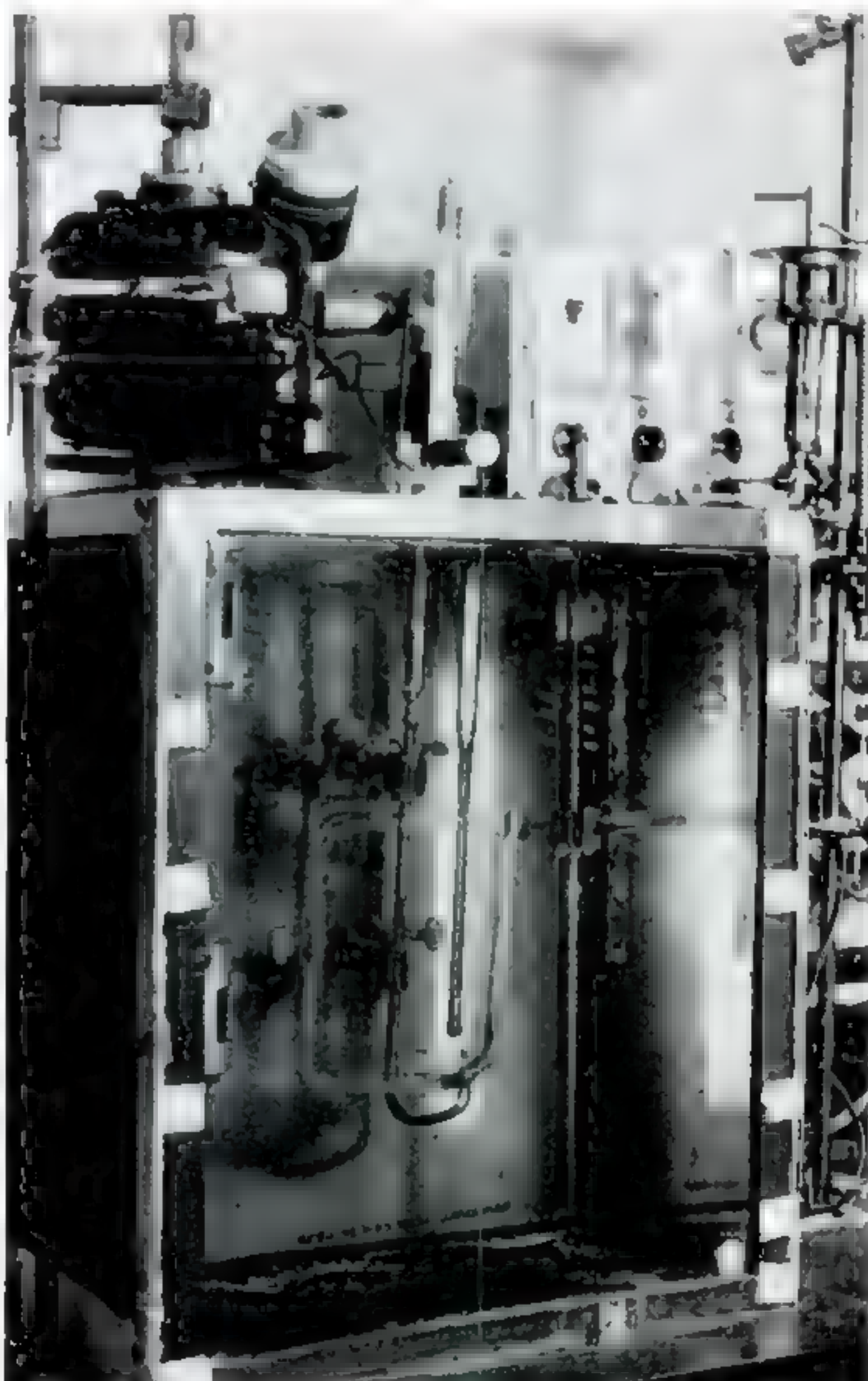
9 To find out whether there are any "tagged" atoms in the oleic acid, it is placed in this quartz boat, then slid into the tube where it is burned and transformed into vapor.



10 The fat is converted into water vapor in the heated tube at left. The vapor is collected by freezing on dry ice in the large cylinder, then melted to give water.



8 In the right tube is the liquid fat which was obtained by the dissolution of the mouse. Tube at left shows a sample of solid fat which was previously fed to the animal.



11 A drop of water from mouse fat sinks down liquid-filled tube at right. If its speed of fall is greater than that of ordinary water, then fat contained heavy hydrogen.

THE CAMERA OVERSEAS: WARS BRING THE BRITISH CABINET TO NO. 10 DOWNING STREET



REAR VIEW OF NO. 10 DOWNING. ACROSS STREET IS THE FOREIGN OFFICE

Everybody has seen the unimpressive front of the 250-year-old official London residence of Britain's Prime Minister at No. 10 Downing Street. On these pages are some of the 68 rooms behind the front door, never seen by the public and described by Prime Ministers' wives as dark, dingy, inconvenient and hard to keep clean. Parliament recently voted \$75,000 to fix them up for Mrs. Neville Chamberlain, wife of the present Prime Minister.

The repairs were under way when bad news brought the British Cabinet from their vacations to No. 10 Downing Street. Two wars had created two crises which might lead to a third. Japan had got so badly out of hand as to strafe the car of the British Ambassador to China, seriously wounding the Ambassador, and hedging on an apology. Mussolini, as his contribution to the civil war in Spain, was gravely suspected of having launched "pirate" submarines against neutral shipping. And Soviet Russia was openly accusing Il Duce of the "piracy."

On Sept. 9, Foreign Secretary Eden left England for a conference on "piracy" in Nyon, Switzerland.



First room entered by a visitor to No. 10 Downing Street is this dazzling white hallway. The double doors in rear open on corridor to Cabinet Room. The antlers are now gone.



The Small Drawing Room is a chintz and porcelain sanctuary of the Prime Minister's family. With \$75,000 from Parliament, Mrs. Chamberlain has set about modernizing it.



The Large Dining Room is for official dinners. So huge and labyrinthine is No. 10 Downing that several large assemblies could meet in it in ignorance of one another's presence.



The Small Dining Room is where the Prime Minister's family dines. It is gloomy, bare, typically English. The Prime Minister's family never fail to dislike their stay at No. 10.



PRIME MINISTER'S KITCHEN

A bad meal cooked here can derange British history. From the gigantic kitchen table, dinner goes often to the British Cabinet. But only once in a reign to

the British King. Notice the unmatched chairs, three gas stoves, double-height ceiling, hanging lights, clock at left, drip pan under ladies at extreme right.

THE CAMERA OVERSEAS: SOCIALIST PRESIDENT CÁRDENAS VISITS MEXICO'S LOWER CLASSES



MEXICO'S PRESIDENT WHO READS LITTLE ENGLISH LOOKS FOR TIPS IN "LIFE'S" ROOSEVELT ISSUE (JAN. 4)

Below the southern border of the U. S., lies the only bright red State in the Americas—Mexico. The unrivaled boss of Mexico is hard-working, pure-hearted, President Lázaro Cárdenas. On Sept. 1, he opened Congress (*see p. 94*). On Sept. 3, he received representatives from all of the 33 Mexican States in Mexico City's National Palace (*see below*). On Sept. 6, the U. S. Government, piqued by Mexico's lack of response to Roosevelt's "Good Neighbor" policy, asked that Mexico also show its neighborliness by being nice to U. S. oil companies in Mexico.

The point behind this was that Cárdenas' policy of "Mexicanizing" Mexico's resources, primarily oil, had violated the 1928 agreement negotiated by the late Ambassador Dwight Morrow guaranteeing the rights of U. S. oil companies. Cárdenas cherishes good relations with the U. S. but he badly needs money to finance his No. 1 program: giving land to peons. He hopes to get it by taxing oil companies.

But the real key to Cárdenas' success lies in his incessant wanderings in the Mexican back country, hearing individual complaints (*see opposite page*). In his opening speech before Congress, he said: "The purpose of the presidential trips has been the improving of popular education, especially of the lower classes, who had been utterly abandoned." In addition, Cárdenas has been giving them guns.



Mexico's State Governors met Sept. 3 with President Cárdenas and secretary (*centre*). From left they are Querétaro's Familiar, San Luis Potosí's Governor Hernández Nieto; Sinaloa's Delgado; Vera Cruz's Alemán; Puebla's Camacho; Mexico's Romero; Hidalgo's Gómez; Guerrero's Berber; Aguascalientes' Benítez; Durango's Calderón; Chihuahua's Posada; Cam-

peche's Lanz; Tamaulipas' Estrada; Tabasco's Gurrin; Secretary of Interior Guerrero; Cárdenas; Foreign Minister Hay; War Minister Camacho; Politician González; Lower California's Domínguez; Colima's Santana; Coahuila's Sánchez; Guanajuato's Rodríguez; Zacatecas' Bañuelos; Michoacán's Magaña; Morelos' Bustamante; Tlaxcala's Candia; Nayarit's Parra.



What happens when the President of Mexico disappears into the Mexican back country is shown on this page. Above, he receives an abrazo (embrace) from a peon. Among Mexico's lower classes Cárdenas' shy coldness vanishes and he becomes what Mexicans call *simpático*. At top right, the little cavalcade of Cárdenas (in sombrero) tops a rise in the road near Tule in Oaxaca, remote mountain State where the Indians speak little Spanish. Cárdenas is not at a loss because he himself is an Indian of the Tarascan tribe. Below, he poses beside Waldo Frank, U. S. liberal writer.

In these apparently innocent odysseys, Cárdenas surveys Mexico for his reforms: division of land among peons, increase of education for Indians (taking nearly one-third of the budget), building of dams and irrigation works, mapping a network of roads and railways and arming peons against landlords' gangs and unassimilated bandits. Even if the Army, now friendly, should turn against Cárdenas, he could count on these *campesinos* (little farmers).



In a country school, Cárdenas (white suit) talks to the teacher, a woman. During the long struggle between Church and State, several such teachers have had their ears cut off.



Small farmers (*campesinos*) who are Cárdenas' great support pose with him against a cactus (above), while (below) village women of Ixmiquilpan, Hidalgo, go on with their washing.



The President of Mexico *(continued)*



PRESIDENT CÁRDENAS OPENED HIS ONE-PARTY CONGRESS SEPT. 1, READ HIS SPEECH TOO FAST TO HEAR. HE ADVOCATED VOTES FOR WOMEN AND FEWER STRIKES



U. S. oil's enemy is Manuel Santillán, Director of National Petroleum, who threatens to remand foreign properties.



A Mexican orphan whom Cárdenas picked up in the hinterland is brought back to wash the walls of his swimming pool.



The President's shoes are shined (above) by Genaro Corona Morales, a legless bootblack, who has done it since 1929.

After learning about Realsilk's
"Shop-at-Home-or-Office"
Service for Men Artist

Peter
Almo

drew the following—which we
gladly bought to reproduce in
this advertisement



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We've got something here!

A service that sets up a men's shop right
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Not two-ply. Not three-ply. Not four-
ply. But *six*—count 'em—*six-ply* toes and
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Silks. The new Realsilk Real Wool Scotch
Plaids (smell the heather). New 6 x 3 French-
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("Toppers" come up just far enough and
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Willem Mengelberg

SALUTES

THE HAMMOND ORGAN

*"A miracle of tonal colours,"
says world-famous conductor*

Prof. Dr. Willem Mengelberg is the famous conductor of the Concertgebouw Orchestra of Amsterdam, one of the finest musical organizations in Europe. Well-known in America, he was conductor of the New York Philharmonic and Philharmonic Symphony Society of New York from 1921 to 1930.

This great maestro, like many other foremost musicians, has long been a Hammond enthusiast. "The Hammond Organ has been perfected to an exceptionally high degree," he says. "It is a miracle of tonal colours and is capable of producing the utmost pianissimo as well as an unlimited fortissimo. For church or concert hall, as well as for private dwellings, this Hammond Organ is the 'ideal.' As a musician and organ-player I express my heartfelt admiration."



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for your home as a piano!**

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Your Hammond dealer, the leading musical merchant in your city, will be delighted to have his staff organist give you an impromptu concert any time you drop in—without the slightest obligation. See him soon; it will be an exciting experience. Or write The Hammond Organ, 2961 N. Western Ave., Chicago. In Canada, address Northern Electric Co. Ltd., Montreal.



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THE HAMMOND IS THE LARGEST SELLING ORGAN IN THE WORLD

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THE CAMERA OVERSEAS: An Italian magazine insults German Women, throwing sand once again in the unpopular Rome-Berlin Axis

The "Rome-Berlin axis," world's touchiest alliance, rattled severely early August when the Italian magazine *Omnibus* insulted German women in an article illustrated by the two pictures below. This was in reply to a German "insult" to Italy in a book by Dietrich Klugges asserting that Rome was once great because Romans had German blood.

The *Omnibus* article by Paolo Monelli explained that Nazism insults the German woman by rating her

solely as a childbearer in a Superior society of males and resents the idea that the State is the result of "a common thought between a man and a woman." The docile Nazi woman, said *Omnibus*, has red swollen hands, pimples, straight hair, no make-up and smells of laundry and cheap tooth paste. "But tomorrow she will be the most effective force of revolution." To this German Ambassador von Hassell at Rome protested sharply to Italy's Foreign Minister Ciano.

OMNIBUS



"OMNIBUS" CHARGED GERMAN WOMEN, HERE DOING CALISTHENIC DANCING, ARE UGLY AND FLIRTATIOUS



"OMNIBUS" PRINTED THIS OLD PICTURE OF GERMAN WOMEN BOWLING, TO SHOW THEIR FAT LEGS

ATLANTIC CITY



Perennially
Popular
Climatically
Healthful
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Write for Descriptive Booklet, Room 204
Convention Hall, Atlantic City, N. J.



ZANE GREY WEARS PENDLETON SHIRTS

Zane Grey wears a Pendleton Shirt. Whether fishing for the White Deer, shark under a blazing tropical sun, or trout in Northern streams. He finds—and so will you—that there is nothing that equals it for outdoors comfort, no matter what the weather. You will find the Pendleton Shirt a real body insulator. Pendleton Shirts are made from Western long-fibre, virgin fleece wools. They're full cut, pre-shrunk, and have reinforced stitching and two big pockets.



Exclusive patterns, superior styling. All finer stores \$5.50 to \$8.00. Pendleton Woolen Mills, Portland, Ore.

PENDLETON
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Gentlemen:

Please send illustrated shirt catalog, swatches

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argus

PHOTOGRAPHY

In offering the new model AF, Argus makes another outstanding contribution to the camera industry. This Argus candid camera will add to Argus' existing reputation for photographic equipment and accessories of high quality at low cost.

NEW ARGUS MODEL AF With Precision Focusing Mount—Illustrated

(All other specifications same as Model A)

Permits critical focusing from infinity to 15 inches without use of portrait or copying lenses. **\$15.00**

ARGUS CANDID CAMERA (Standard Model A)

f/4.5 Anastigmat triple lens—takes night, stage and rainy day shots. 1/29 to 1/200 shutter—finger or cable release. 1 to 36 exposures (double frames 35 mm. film) black and white or color film.

Two speedy focusing positions—far and near. Size 5 inches long—2 1/4 inches wide. Weighs only 14 oz. **\$12.50**

ARGUS LENS ACCESSORY KIT, \$5.00

Includes: lens shade, portrait and copying attachments, yellow filters 2X and 4X, rubber lens cap, lens accessory case.

ARGUS CAMERA CASES

DE LUXE CASE—selected black leather with carrying strap. **\$4.50**
—camera always ready for instant use.

REDYCASE—same design as De Luxe case but made of deep grained cowhide—filled with detachable black silk neck cord. **\$2.75**

ZIPPER CASE—All-purpose case of selected cowhide. Swivel snap loop for attaching to belt. **\$2.50**

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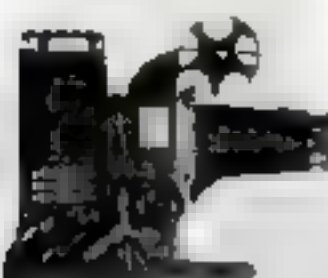
Microscope adapter, \$.75 ~~Black and white~~ \$.40
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Write for literature and visit your nearest Argus dealer

INTERNATIONAL RESEARCH CORPORATION
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ARGUS ENLARGER
Model E
Makes enlargements up to 8" x 10" size. Used in conjunction with Argus camera using same lens. **\$12.50**



ARGUS PROJECTOR
Model S
For showing pictures in life size and color. **\$32.50**
Projector only
Case and accessories extra.

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WE OFFER THIS FINE 15-YEAR-OLD COGNAC

... And it is available in small quantities, for just a select class of people who enjoy only the finest old brandy. Yet the price is pleasingly popular.



86 PROOF

MONNET

COGNAC

Finest French Brandy

Your Guide to  Good Liquors

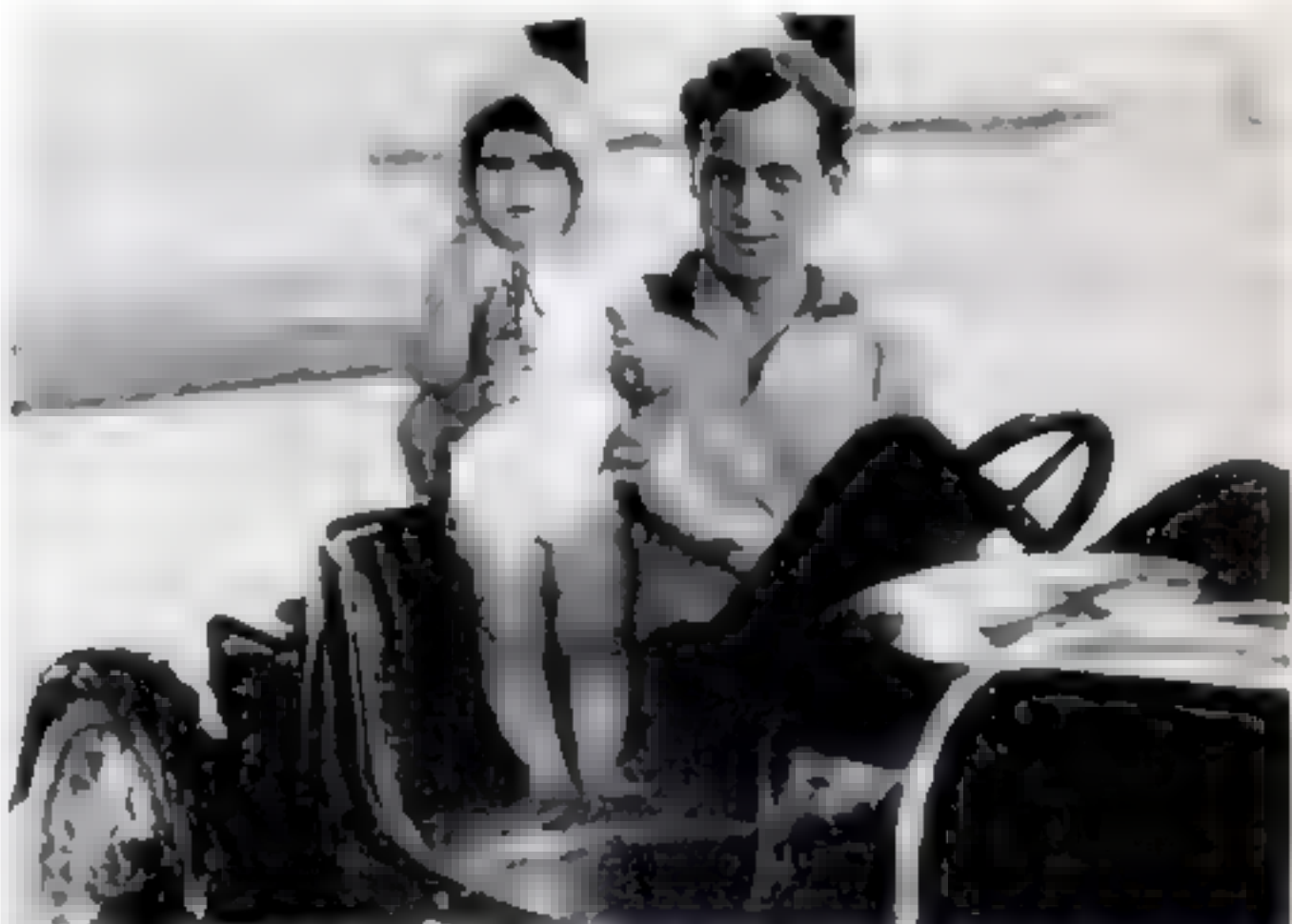
NATIONAL DISTILLERS PRODUCTS CORPORATION, SHAW IMPORT DIVISION, NEW YORK

CAMERA OVERSEAS: ROYALTIES PICNIC IN YUGOSLAVIA

The family party which ended Aug. 14 brought Britain's Duke & Duchess of Kent to Brdo Castle in Yugoslavia to visit the Duchess' eldest sister, Olga, who is married to Yugoslavia's Prince Paul who is Regent for Yugoslavia's 14-year-old King Peter II who stands below between Kent, in open neck sweater, and Queen Marie, in white dress and hat.



Duchess of Kent (extreme left) beside her sister Countess of Türring & child, her mother, her husband, King Peter, his mother and brothers—Prince Paul & family.



Kent in a toy auto. With him is his niece, the Princess Elizabeth, 11-year-old daughter of his wife's sister, Olga, wife of Yugoslavia's Prince Regent Paul.



Brothers-in-law are Britain's Duke of Kent and Yugoslavia's Prince Regent. Left to right Olga, Paul's wife; George, Marina, George's wife, Paul, Prince Regent.

CHECKS 3 SMOKING BUGABOOS



"Tongue Bite" removed—
"hot pipe" gone—"dry
smoke" largely overcome—
the result of EDGEWORTH'S
exclusive process.

WHAT happens in fine wines
happens in tobacco—aging
mellows and enhances flavor.

That is the principle of Edge-
worth's exclusive method known as
Process-Aging... a method as vital
to these fine tobaccos as aging is to
fine wines. Process-Aging requires
twelve steps, each under constant
control. It takes 4 to 7 times longer
than might seem necessary. But
that's how we guarantee that Edge-
worth will not bite the tongue.

And Process-Aging helps hold
natural moisture in tobacco. Thus
pipes are kept cooler—excessive
hot, dry smoke is virtually done
away with. Poke your finger in
the tin and feel that extra moisture.

If Edgeworth is not the finest
pipe tobacco you ever smoked or if
it bites your tongue, your money
will be cheerfully refunded.

NOTE: There are three kinds of Edge-
worth for you to choose from:

- 1—Edgeworth Ready-Rubbed—a
cool, long-burning tobacco cut for
pipes only
- 2—Edgeworth Jr—the same tobacco
also Process-Aged, but matched to the
mildness of your favorite cigarette.
- 3—Edgeworth Plug Slice—for the
pipe smoker who likes to crumble the
tobacco in his hands until it's just
right for him.

**EDGEWORTH AND
EDGEWORTH JR.**



WHEN IN ROME...

You'll discover that the
Romans do exactly as all
other Europeans do...drink
CINZANO. They take their
CINZANO regularly and es-
pecially at "aperitif time."
And once you've tried
CINZANO...at "cocktail
time" perhaps...you'll do
as the Romans do, too.

**ITALIAN
(SWEET)**
Alcohol 15.6%
by volume



**FRENCH
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Alcohol 18%
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CANADA DRY GINGER ALE, INC., N. Y.; SOLE DISTRIBUTOR



MUCH GREATER
FREEDOM!.....

Forstner
EXPANSION
BRACES

At last, greater comfort and
more freedom than it was ever
possible to enjoy with ordinary
braces! Cool, lightweight and
durable...FORSTNER Braces will
not lose their automatic elasticity.
Available in grey, black, brown,
navy and white at \$1.50. If your
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Made on the same expanding principle as
the braces. Colors: black, brown, blue, maroon
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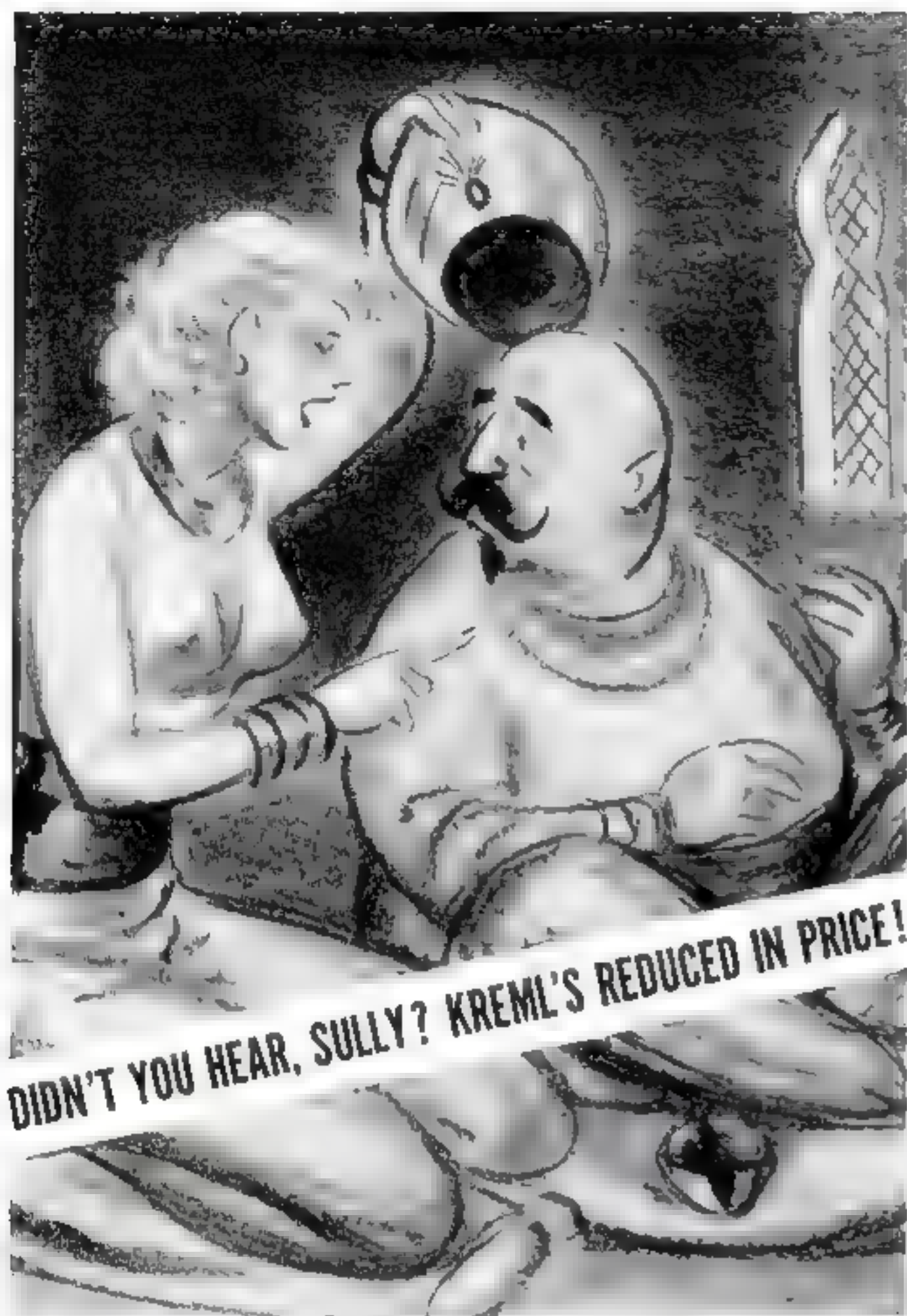
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MY DEALER'S NAME IS



IF you've got your eye on a certain little prettiness . . . Or if you're still in love with your wife . . .

You ought to be tickled pink that Kreml Hair Tonic has been reduced in price.

Because this famous tonic does such handsome things to your hair.

And now you can afford to use it to your heart's content.

Excessive falling hair is checked. Dandruff is removed.

Your scalp feels fresh as a daisy, your hair feels vibrant with life.

And such obedience to the comb! Lustrous and pliable, your hair lays down and lies there.

But Kreml never gives it that greasy, plastered-down look.

"The perfect tonic and dressing," such is the spirit of more than 50,000 letters received from grateful users.

Ask your druggist for Kreml. Call for it in the barber shop or beauticians.

Try Kreml Shampoo, too! It's made from an 80% olive oil base.

KREML



**REMOVES DANDRUFF—CHECKS FALLING HAIR
NOT GREASY—MAKES THE HAIR BEHAVE**

Private Lives



Rev. Dr. and Mrs. Arthur Lee Kinsolving were married in a chapel in Saranac Inn, N. Y., where Bride Mary Kemp Blugden's family own an Adirondack camp. Dr. Kinsolving, 38-year-old rector of Boston's swank Trinity Church, announced his engagement to his congregation in June by saying, "Next fall Trinity Church will have a new parishoner in the rector's pew." He added that marriage would make him "a more nearly adequate rector." His ushers included six ministers and a bishop.



Dr. and Mrs. Walter S. Harban were married in Washington by the bride's father, Bishop Edwin Holt Hughes of the Methodist Episcopal Church. Ten years the bishop's senior and 44 years older than his bride, 80-year-old Dr. Harban is a retired dentist who kept Theodore Roosevelt's impressive teeth in shape when the latter was President. Once a crack golfer, he was a vice president of the U. S. Golf Association. He met his bride in 1932 when the Hugheses moved to Washington.

CONTINUED ON PAGE 102

THINK! OVER 80 YEARS' EXPERIENCE BACK OF SEAGRAM'S

THAT FINER "CROWN" TASTE RESULTS FROM MASTER BLENDING



Ever since Seagram's was founded in 1857, the lessons learned by practical experience have been handed down from generation to generation... secrets of distilling and blending known to no other distiller.

As a result, Seagram's 5 and 7 Crown Blended Whiskies are so smooth in flavor, so utterly distinctive in taste and bouquet that over 100,000,000 bottles* have been sold in three years. Think before you drink—and try Seagram's Crowns—finest of the finer blends.

Copy, 1957, Seagram Distillers Corp.—Executive Office, N. Y.

7 CROWN • A RICHER WHISKEY

5 CROWN • A Milder WHISKEY



*All Sizes

Seagram's Crown

**BLENDING
WHISKIES**

BLENDING FOR FINER TASTE

Seagram's Five Crown Blended Whiskey. The straight whiskies in this product are 5 years or more old, 25% straight whiskey, 75% neutral spirits distilled from American grains. 90 Proof. Seagram's Seven Crown Blended Whiskey. The straight whiskies in this product are 5 years or more old, 37½% straight whiskies, 62½% neutral spirits distilled from American grains. 90 Proof.



TRY ONE OF THE NEW UNDERWOOD SOUPS ... THEY'RE FINE!

When you hanker for something new, try starting dinner with one of these unusual Underwood soups. Jaded appetites perk up. Everybody wants more. Your whole meal seems to taste better.

PURÉE MONGOLE

An old favorite with those who like a thick soup to have lots of flavor. Puréed split peas, tomatoes and curry give it richness and character.

BLACK BEAN SOUP

The old-fashioned kind that's so hard to make at home. Serve with slices of egg and lemon; some add a dash of sherry.

CONSOMMÉ MADRILENE

This sparkling clear tomato-consommé may be served either hot or cold. It's delicious either way.

NEW ENGLAND CHOWDERS

Underwood's three famous chowders—Fish, Clam and Quahaug—all follow old Yankee recipes and are made with fresh New England fish, clams and quahaugs (hard shell clams) as their chief ingredients. Potatoes, onions and all the fixin's are added, of course.

If your grocer hasn't the ones you want, let us send you any or all of these delicious soups



UNDERWOOD SOUPS

WM. UNDERWOOD COMPANY
Watertown, Mass. — Dept. L-920

Please send me items marked below
for which I enclose amount indicated:

BLACK BEAN SOUP	16-oz. can 17c	<input type="checkbox"/>
PURÉE MONGOLE	16-oz. can 17c	<input type="checkbox"/>
CONSOMMÉ MADRILENE	13-oz. can 15c	<input type="checkbox"/>
QUAHAUG CHOWDER	16-oz. can 17c	<input type="checkbox"/>
CLAM CHOWDER	10-oz. can 10c	<input type="checkbox"/>
FISH CHOWDER	10-oz. can 10c	<input type="checkbox"/>

Name _____

Address _____

City _____

State _____

MADE BY THE MAKERS OF
UNDERWOOD DEVILED HAM

Private Lives

(continued)



Mr. and Mrs. Reverdy Johnson Wadsworth made an odd marriage politically. The bride's father, the late Henry Latrobe Roosevelt, was the New Deal's Assistant Secretary of Navy. The groom's father is Republican Representative James W. Wadsworth Jr. of Geneseo, N. Y. Mr. Wadsworth is named after his great-great-grandfather who served as U. S. Attorney General under Zachary Taylor from 1849 to 1850.



Mr. and Mrs. Aaron Nelson Lieberger were married 44 years after a lovers' quarrel in which the then 20-year-old Atholinda Theresa Stillwagon returned her engagement ring. Subsequently both were married and widowed. Recently Mr. Lieberger wrote his "Linda" an apology for the ancient quarrel. "I never really expected a reply to my letter," he said, "but I got one, and it was just like touching a match to a gas well. Love burst into bloom again." The marriage took place Sept. 5 at Connellsville, Pa. Said the beaming groom: "True love will always win out."

Streamline Your Waistline!



PARIS GARDS

with 2 Snap-on
interchangeable
pouches... \$2

You'd gladly pay extra for this needed, NEW improvement—yet it costs you nothing. Paris provides two detachable pouches—making one garment do the work of two—permitting frequent changes; affording required convenience; prolonging wear, too. The firmly knit PARIS elastic waistband holds you in properly—firmly—comfortably. Reduces waistline—makes walking a pleasure—relieves that tired feeling—helps correct slouching posture. Removable front and back waistline boning prevents rolling. Paris Gards—with two interchangeable Snap-on pouches—off and on in a jiffy—only \$2.

You'll enjoy Paris Gards for daily wear. You'll feel and look better—trimmer. Made by the makers of Paris Garters—Suspenders—Belts—that means Tops.

---PARIS MAIL-O-GRAM---

(If your dealer cannot supply you)

A. STEIN & COMPANY

1193 West Congress Street, Chicago, Illinois

Please send me.....PARIS GARDS at \$2 each

Waist sizeEnclosed is Check.....

Money Order.....Currency.....for \$.....

Name.....

Address.....

Dealer's Name, please.....

Even when horseless carriages needed horses



QUALITY TIRES *were marked like this* **Diamond**

Back in the days when "tow-cars" used hay instead of gasoline for fuel, Diamond Tires were recognized quality leaders.

Today, when both cars and roads are so much more perfect, Diamond Super Service Tires are still quality leaders — up to the highest standards of tire design and construction.

Consider these Diamond features before you buy tires: A tough, long-wear-

ing tread, designed for fast starts and safe braking; a body of extra strong, rubber-insulated cords; plenty of extra reinforcement at all points of strain.

You can depend on Diamond Super Service Tires to give you extra safety — extra protection against blowouts and road shocks — and extra long mileage — all without extra cost. Diamonds — now as always — mean greater tire value.

Factories: Akron, Ohio and Los Angeles, California

Diamond
BLOWOUT PROTECTED
TIRES



Q U A L I T Y L E A D E R S S I N C E 1 8 9 4

IT'S A PLEASANTLY LAZY LIFE IN THIS "ARM CHAIR RADIO" AGE

Advertisement



Yes, Life — this is advertising but isn't it newsworthy, too?



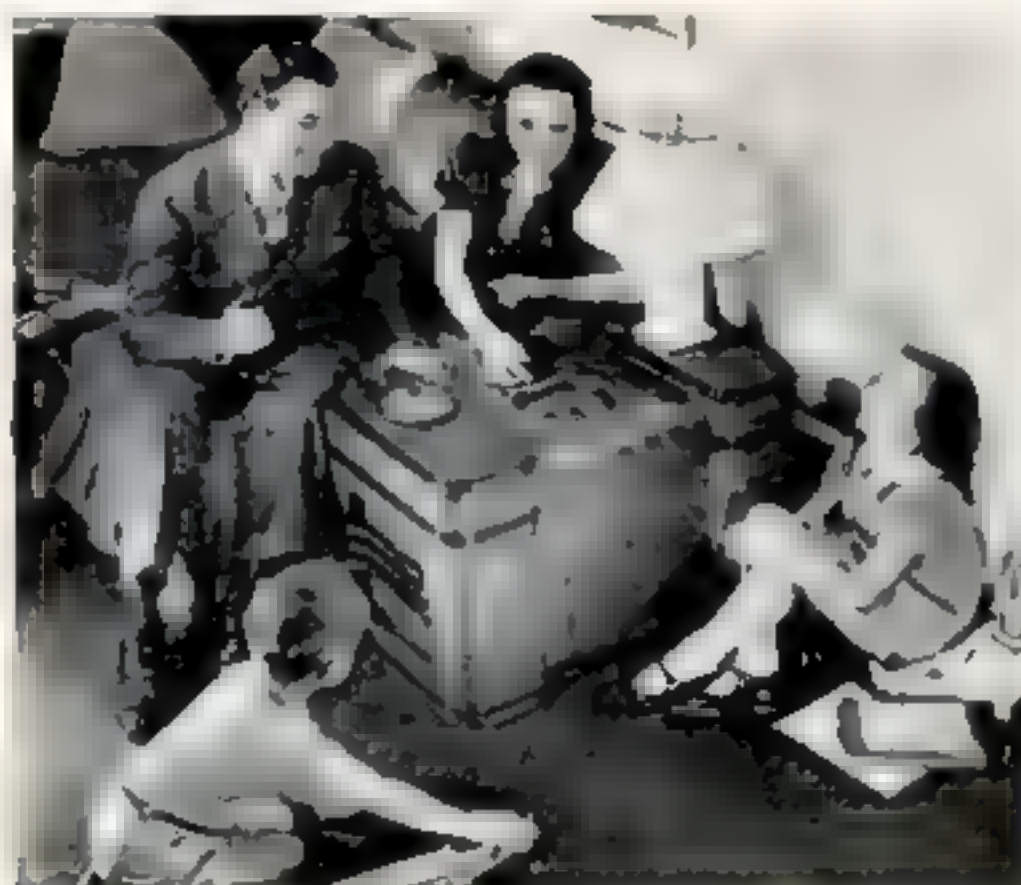
GENTLEMEN, STAY SEATED! Why rush and rush across the room for station changes? No, don't put your ash tray across the table, why not your radio? Master of the radio, Zenith Model 15-1-210. **\$89.95***



"MAIS, C'EST FORMIDABLE, CAI We do we too, we own French, but sick of ze radio of coutant moderne! Yes, only in Zenith — America's Most Comfortable Radio — does arm chair comfort go hand in hand with brilliant radio performance as in Zenith Model 15-1-214 above. Complete with Zenith all-wave antenna. **\$109.95***



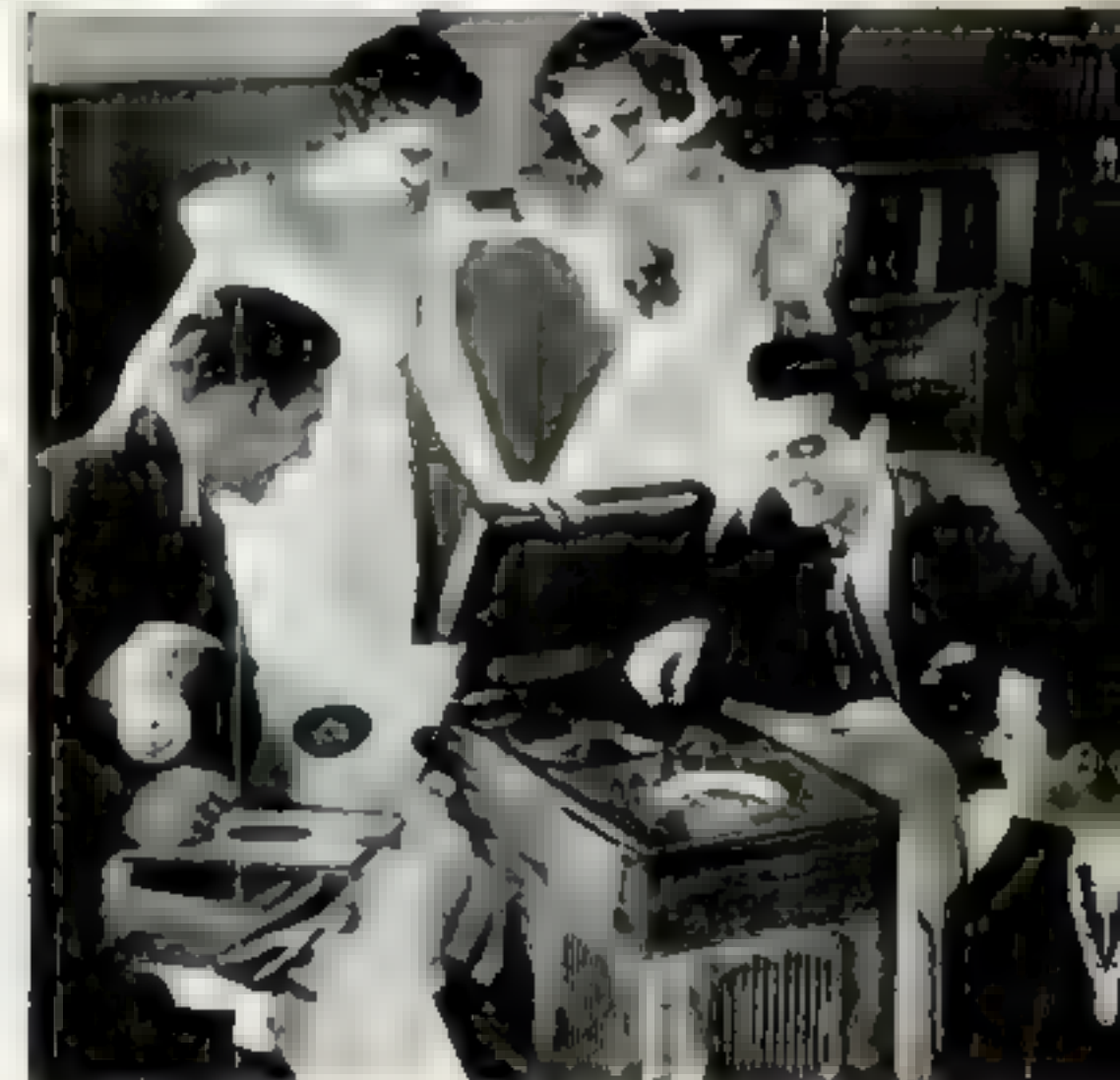
"STOP ME IF YOU'VE HEARD THIS ONE." Why good fellows get together to discuss a station with something on the Arm Chair Zenith. Good looking, rugged, complete. Also a Model 15-1-210 for Men. Our Zenith Arm Chair Radio is a real "lazy" day or night. Every one knows it's the best. Zenith Model 15-1-210 above. **\$84.95***



MOTHER'S BIRTHDAY PRESENT—as usual something the whole family can enjoy. But for once mother herself was personally present, because it's a new "lazy" thing. Zenith Model 15-1-210. Complete with Zenith all-wave antenna. **\$190.00***



AND WHY SHOULD GIRLS LEAVE HOME? It's so comfy to curl up in a deep arm chair with legs up, and over Victor, Crosby, Amos and in the rest. Model Master too. Zenith 15-1-210. **\$39.95***



BENNY GOODMAN vs. BENNY GOODMAN. Is he better on the case or on the air? A Zenith Phonograph Combination produces full-bodied sound in key comparison. Complete with Zenith Model 15-1-210. **\$99.95***



"NOW LISTEN! LISTEN CAREFULLY," and we'll hear dolly singing "from way over across the mountains and beyond the sea from London." And we'll tune easily with the new Robot Dial on Zenith Model 15-1-210. Complete with Zenith all-wave antenna. **\$114.95***

● It was enough that the radio of yesterday brought the world into our homes. But today's radio must do more. And does! For today's arm chair radio gives "lazy tuning" — finger-tip ease — companionable.

In fact, today's Zenith Arm Chair Radios make our listening no longer penalize us by demanding that we rise or cross the room each time we change stations.

Once more a year ahead, 1938 Zeniths offer the only wide selection among these new and most convenient "lazy tuning" radios — twenty-nine Arm Chair Zeniths from \$29.95 to \$190.00 in addition to sixty-two Table and Console Zeniths from \$19.95 to \$750.00.

Try one of these companionable Zeniths beside your favorite arm chair — without obligation — today — at your nearest Zenith Dealer. Tune in on the Zenith Foundation — most unusual radio program — over the NBC Blue Network every Sunday at 10 P.M. N.Y.T.

ZENITH RADIO CORPORATION, CHICAGO
For 22 years, makers of fine radios

*Prices slightly higher in West and South.



Driver Earl Hearn, on his horses Danny (white nose) and Dolly arrive with the hay wagon. In rear is one of the stables where Dunham Woods Riding Club horses live.



"All aboard!" and Dad Kelly cheerfully acts as a steppingstone for one of the girl party guests. To keep riders from slipping off, only 150 lb. of hay have been piled onto the hay wagon.

Life Goes to a Party

With a score of young Chicago socialites who take a Sunday hayride out into the country

Thirty miles west of Chicago at Dunham Woods, an old inn and coach house have been converted into a riding club by wealthy Chicagoans who have bought land in the vicinity at as high as \$1,000 an acre. There on a recent Sunday Oliver Morton Knudsen Jr. whose father is president of U. S. Gypsum (Sewell Avery's company) and Stanton Picher and Jack Lockett, two of his friends, played host on a hayride. About 20 young people from Winnetka and other swank Chicago suburbs went along. Late in the afternoon the guests drove up to the Club in their cars and transferred to Earl Hearn's

wagon laden with 150 lb. of sweet smelling hay. Stragglers were driven up by a car which followed the wagon. For two hours as the sun sank away they trundled down a country road, across a hayfield, through a cornfield and cow pasture. Five cases of beer were also taken along. A half hour's stop at a haystack gave the guests, some of them still youngsters at Yale and Vassar, a chance to somersault and roughhouse (see opposite page). Following the ride the hosts who paid \$25 for the outing treated everyone to an informal Club supper of hot dogs, potato salad, deviled eggs, beer, doughnuts,

THE HAYRIDE GETS UNDER WAY. GUESTS TOOK TURNS RIDING THE TWO HORSES.





A hay burial is given to a party guest during the romp on the haystack. At right, Caroline Roberts of Utica, a Vassar senior in slacks, hustens away from the sepulchral scene.



Peggy Sargent of Winnetka, who graduated from Smith last year, has a big laugh after flopping down in the haystack. Her companion at left has a bottle of beer in her hand.



These hay athletes dive and somersault on the haystack where the wagon stopped. In mid-air is George Woodland (Yale '38). Next to him is Host "Jack" Knode. Sister Nancy.



An intrepid trio on the haystack are (left to right) George Woodland, Horton Conrad and Nancy Knode. Like Nancy, many of the girls on the hayride wore slacks for the occasion.



A swan dive from the top of the haystack is nicely executed by Horton Conrad who distinguished himself further by chasing a startled chicken through a field and catching it.



"Here's your beer, Nancy." George Woodland thoughtfully opens a bottle for Host Oliver Morton Knode Jr.'s sister before the party resumes its jouncing ride on the hay wagon.

CONTINUED ON NEXT PAGE

SPLITTING HEADACHES



Are You Troubled With Them?

Defective eyes may be the cause of headaches, nervousness, nausea, indigestion—and a train of other symptomatic maladies. That is why it is so vitally important that you realize the close relationship between eye health and general health.

If you are troubled with headaches, your physician will advise that you consult an Eye Physician (medical doctor). Then you will know whether your eyes are causing the trouble or they are affected by some other organ.

Guild Opticians

are recommended by Physicians. Should glasses be necessary, Eye Physician-Guild Optician is "The Safe Way". Then you are certain of first quality lenses, accurately ground as the doctor's prescription ordered—fitted and adjusted to give your eyes the relief required.

DEPENDABLE GLASSES AT ECONOMICAL PRICES



FREE

...send for valuable booklet on "Eyes" and the name of the nearest Guild Optician.



Guild of Prescription Opticians of America
705-6 Bailey Bldg., Philadelphia, Pa.:
Kindly send me booklet on "EYES".

NAME _____

ADDRESS _____

Life's Party (continued)



A helping hand is stretched by George Woodland to Mrs. Horton Conrad, the married sister of Host Oliver Knode Jr. Sister Nancy Knode stands on top of the hay.



On Danny's back squats Mrs. Paul Magnuson Jr., social registerite daughter-in-law of a famed Chicago surgeon. Mother of a 15-month-old girl, she also paints.

Homeward in the dusk ride hay-party guests. The pretty girl at centre is Loraine Logan whose father went to Yale, belongs to Chicago's swank Oawentism Club.



X-ER-VAC

(ALTERNATE VACUUM AND PRESSURE TREATMENTS)

A VITAL NECESSITY IN REVITALIZING LIFELESS HAIR ...IN RENEWING HAIR GROWTH



Learned For the first time in the history of the world, the secret of hair growth has been discovered.

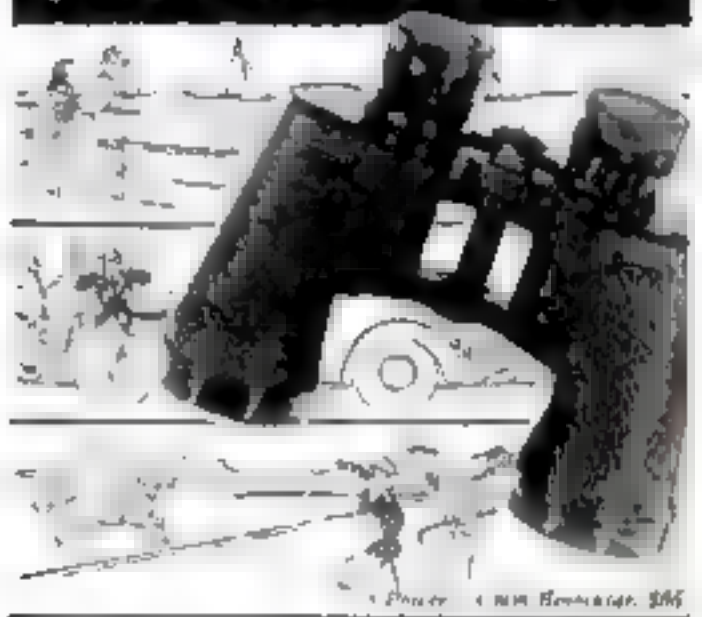
For baldness, and falling or lifeless hair XERVAC treatments are now available at your favorite barber or beauty shop. If you wish to purchase an XERVAC for home use see your local Crosley radio and refrigerator dealer or write direct to—

THE CROSLY RADIO CORPORATION

Dept. 436-L, Cincinnati, O. Copyright 1937 The C.R.C.



Seven League Boots FOR YOUR EYES



★ Behind the fine optical system of the Bausch & Lomb Binocular, your eyes seem to take great space consuming strides—right out into the midst of the action—be it at a yacht race, polo game, track meet, or ride in the country.

SEND FOR CATALOG

40-page de luxe catalog free on request. Tells how to select a binocular for your use. Bausch & Lomb Optical Co., 511 Lomb Park, Rochester, N.Y.

BAUSCH & LOMB
Binoculars

THE WORLD'S BEST
—BY ANY TEST—



GOOD TO KNOW THE WIFE DOESN'T WORRY! "Am proud to say I was one of the first in Albany to install a General Electric Oil Furnace. I have been money ahead ever since. "When I am on duty at the fire station late at night it is good to know that my wife does not have to worry about the furnace. I am tickled to death because it cuts my heating costs almost in half."
Capt. Wm. Hellenbrandt,
Albany



"THE FINEST SOLUTION FOR WOMEN LIVING ALONE"

THESE ENDORSEMENTS WERE WRITTEN BY THE OWNERS OF GENERAL ELECTRIC AUTOMATIC HEATING AND AIR CONDITIONING EQUIPMENT. READ WHAT THEY SAY.

"We used to have a pipeless heater which needed a lot of attention. It meant running to the basement a dozen times a day. We came up with black hands and tired backs.

"Since installing the G-E Oil-Fired Warm-Air Conditioner, in 1935, we have enjoyed a warm house without labor. This is the finest solution for women living alone."

Florence H. Wilde

CARE-FREE HEATING SERVICE! "Our General Electric Gas Furnace and Winter Air Conditioner affords great satisfaction. It provides that automatic, care-free heating service for which every home owner longs. Another important feature is its adaptability. It will form the basis for the complete heating and cooling system we plan to install."
Mrs. O. E. Bradley, Wichita, Kan.



A MODERN OIL FURNACE FOR MODERATE SIZED HOMES

L. ANDREW REINHARD, famous architect and designer, says—"Your designers are to be congratulated on the beauty—simplicity—and the balanced job they have arrived at in this heating unit."

But—you must see this new General Electric Oil Furnace yourself to appreciate fully the beauty it offers—the comfort it brings.

Attention! Home Owners! General Electric Automatic Heating and Air Conditioning units may now be purchased on Easy Terms—as long as 3 years to pay!

FREE LITERATURE—FREE ADVICE!

There is a General Electric distributor in your community who is a heating and air conditioning specialist. Consult with him. He will gladly make a survey of your home, without cost or obligation, and will advise the type of unit best suited to your needs. Phone the General Electric distributor today or mail the coupon for free literature.

GENERAL ELECTRIC

Automatic Heating and Air Conditioning

OIL FURNACES • GAS FURNACES • WINTER AND SUMMER AIR CONDITIONING

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Please send me, without cost or obligation, literature regarding the General Electric
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Name
Address

Quick, MR. HOST ... The Cocktails



You can serve them fast
with Heublein's Ready-Mixed
CLUB COCKTAILS . . .

The doorbell rings. In bursts the
gang. In an eye's twinkling, each
guest has his favorite cocktail. Speed?
Sure. . . There's never a delay with
Heublein's CLUB COCKTAILS.



Made of costliest ingredients,
Heublein's CLUB COCKTAILS
are perfect cocktails. And so con-
venient! They come ready-mixed
in the bottle . . . ready quickly
to ice and serve. Few bartenders
can match their goodness. . . .
Scarcely any home-mixer can.
Economical, too! With proper
icing you can get eighteen to
twenty bumper drinks from each
bottle. What isn't used from an
opened bottle keeps indefinitely.



HEUBLEIN'S
THE CLUB

COCKTAILS

YOUR CHOICE OF EIGHT POPULAR KINDS
Martini Medium Sweet (60 proof), Dry Martini
(71 proof), Extra Dry Martini (70 proof), Bronx
(60 proof), Manhattan (63 proof), Side Car
(60 proof), Old Fashioned (80 proof) and
Daiquiri (70 proof). At all state operated and
other liquor stores. Prepared and bottled by
G. F. Heublein & Bro., Hartford, Connecticut

By HEUBLEIN & HARTFORD



BACTERIA LIGHT OWN PHOTOGRAPH

Of the several hundred thousand kinds of bacteria in the world, only
about 100 are harmful to human beings. Many of the rest are necessary
to the life cycle. Among the latter is a strange luminous type of sea-
water organism which lives on decaying flesh and is now being studied at
the Marine Biological Laboratory at Woods Hole, Mass. by Frank Harris
Johnson, a Princeton University instructor. Above, in artificial light, are
shown some four trillion of these minute bacteria (*Achromobacter fischeri*)
spread thin inside a small bowl. Below you see a picture of these same
bacteria photographed in total darkness by their own phosphorescence.



• "Here are two sure ways to rid me of
fleas! Powerful SKIP-FLEA POWDER posi-
tively kills fleas. Doesn't just stun them.
They stay dead! Big sister-top tin costs
only 25¢! One application lasts for days.
Famous SKIP-FLEA SOAP gives rich, creamy
lather. Makes my coat supple, keeps my
coat beautiful, destroys dog odor, KILLS
EVERY FLEA! 25¢ for big cake."

Your dog deserves the best. SKIP-FLEA
SOAP and POWDER are two of the com-
plete line of famous Sergeant's Dog Medi-
cines. Standard since 1879. Made of the
finest ingredients. Fully Guaranteed. Sold
by drug and pet stores. . . FREE ADVICE.
Our Veterinarian will answer questions
about your dog's health. Write fully.

Free Dog Book. Ask your dealer or write
for your free copy of Sergeant's famous
book on the care of dogs. New edition now
ready. It may save your dog's life.

POLK MILLER PRODUCTS CORPORATION
3360 W. Broad Street • Richmond, Virginia

Sergeant's

SKIP-FLEA SOAP AND POWDER

ASK FOR FREE DOG BOOK



**LISTEN—Then SPEAK
ANOTHER LANGUAGE!**

Give yourself the most precious gift of
all—a New Language—or endow a
dear one with the ability to speak, read
and understand

**FRENCH, GERMAN
ITALIAN, SPANISH**

or any of the 23 languages offered by
the Linguaphone Institute.

The quick, easy way to acquire native
accent and perfect fluency at home
under the greatest language masters.
Linguaphone Courses are used by
America's foremost actors, singers,
writers, teachers and thousands of the
public.

Send for FREE Booklet

LINGUAPHONE INSTITUTE

80 Rockefeller Center

New York City



Kelly has a Tougher, Safer, Quieter Tire



THE NEW *Kelly Registered*

YOU'LL BE INTERESTED to know: two kinds of car-owners are buying Kelly's new REGISTERED Tire—those who instinctively ask for finer quality, *always*; and those who *must* have it for longer, more economical mileage.

Here's why this new tire is the best all-round performer Kelly ever built:

It has more of Kelly's new Armorubber in its heavier, wider tread. It has greater stopping power in its "squeegee-action" rib design. And it has better blow-out protection in its extra strong, fatigue-proof carcass.

Yet, in spite of these great advantages, it costs no more than other good tires! By all means, go and see the new REGISTERED—at your Kelly dealer's.

FEATURES YOU NEED FOR TODAY'S HARDER DRIVING

- 1** SOUND-PROOFED riding ribs make up the tread. The new REGISTERED's continuous road contact promotes smooth, silent running.
- 2** SKID-RESISTANT design. New "squeegee-action" assures maximum stopping power on wet pavements.
- 3** FATIGUE-PROOF body. A perfect balance of insulated cotton cords and heat resisting rubber. Heavy insulation against heat affords maximum blow-out protection. It's a *safer* tire.
- 4** TOUGH ARMORUBBER tread—Kelly's exclusive development! Thicker, wider, deeper cut—for long, safe, trouble-free mileage.



Replace
with

KELLY Springfield TIRES

DEPENDABLE
FOR 43 YEARS

Copyrighted material

MUSSOLINI TO VISIT HITLER THIS MONTH

Spanish Loyalists cartoon both Dictators



The Fascist alliance between Hitler and Mussolini, begun by Hitler's visit to Mussolini at Venice in 1934, is to be climaxed the end of September by a return call on Hitler by Mussolini. Hailing this movement in the famed "Rome-Berlin axis," *Der Angriff* said: "An axis must revolve in order to be effective." The chief revolving of the Rome-Berlin axis has thus far been at the expense of Loyalist Spain. In Valencia, Loyalist Spanish artists lately held an anti-Fascist art exhibit which featured a popeyed caricature of Mussolini (above), a bully-boy cartoon of Hitler (below).



I'M AN
OUTDOOR MAN
EYESTRAIN
DOES'NT
BOTHER ME

NOR ME EITHER
I HAVE GOOD
LIGHT IN MY
HOME...

My wife
always buys
Westinghouse
Mazda Lamps
... they stay
bright—

Mazda Lamps
MADE BY
Westinghouse
The name that means
everything in electricity

HAY FEVER EYES

YOU HATE to face the world with bleary, tear-soaked, itching eyes. You get grateful, quick relief with... McKesson's *ibath*. It reduces irritation. Cools and soothes. Relaxes weary eye muscles. All at once, the itching is relieved—your eyes look clearer.

ibath is more than a cleanser. It is a specialist's own prescription, developed by McKesson & Robbins, who have supplied physicians and hospitals since 1833. You can safely use *ibath* as often as you like in Hay Fever.

Your druggist sells a tall bottle of *ibath* for 50 cents. An eye-cup comes with every bottle.

McKESSON & ROBBINS —
ibath

SORE, HOT FEET?

If you suffer from sore, tender, feverish, swollen or aching feet, massage them with Dr. Scholl's Foot Balm, you'll have immediate relief. It soothes irritated skin, sore muscles and aching joints, reduces swelling caused by tight shoes, dispels foot odors. Rests and refreshes the feet. Don't accept a substitute. Insist on the genuine Dr. Scholl's Foot Balm. Costs but a trifle. Sold everywhere.



FREE BOOKLET on Foot Care mailed on request. Dr. Scholl's, Inc., 209A W. Schiller St., Chicago.

Dr. Scholl's FOOT BALM



STOP
SCRATCHING
apply

CAMPHO-PHENIQUE

Soothing... Stainless

30c AT ALL DRUGGISTS
CAMPBELL PHARMACEUTICAL CO., ST. LOUIS, MO.

Become an expert in PHOTOGRAPHY
Big money-making opportunity in a Commercial, News, Portrait, Advertising, or Motion Picture photographer. We give you individual, practical training. Modern technique. New ideas. Personal Attendance and Home Study courses. Free Booklet. **NEW YORK INSTITUTE OF PHOTOGRAPHY**
19 West 22 St., Dept. 87 New York

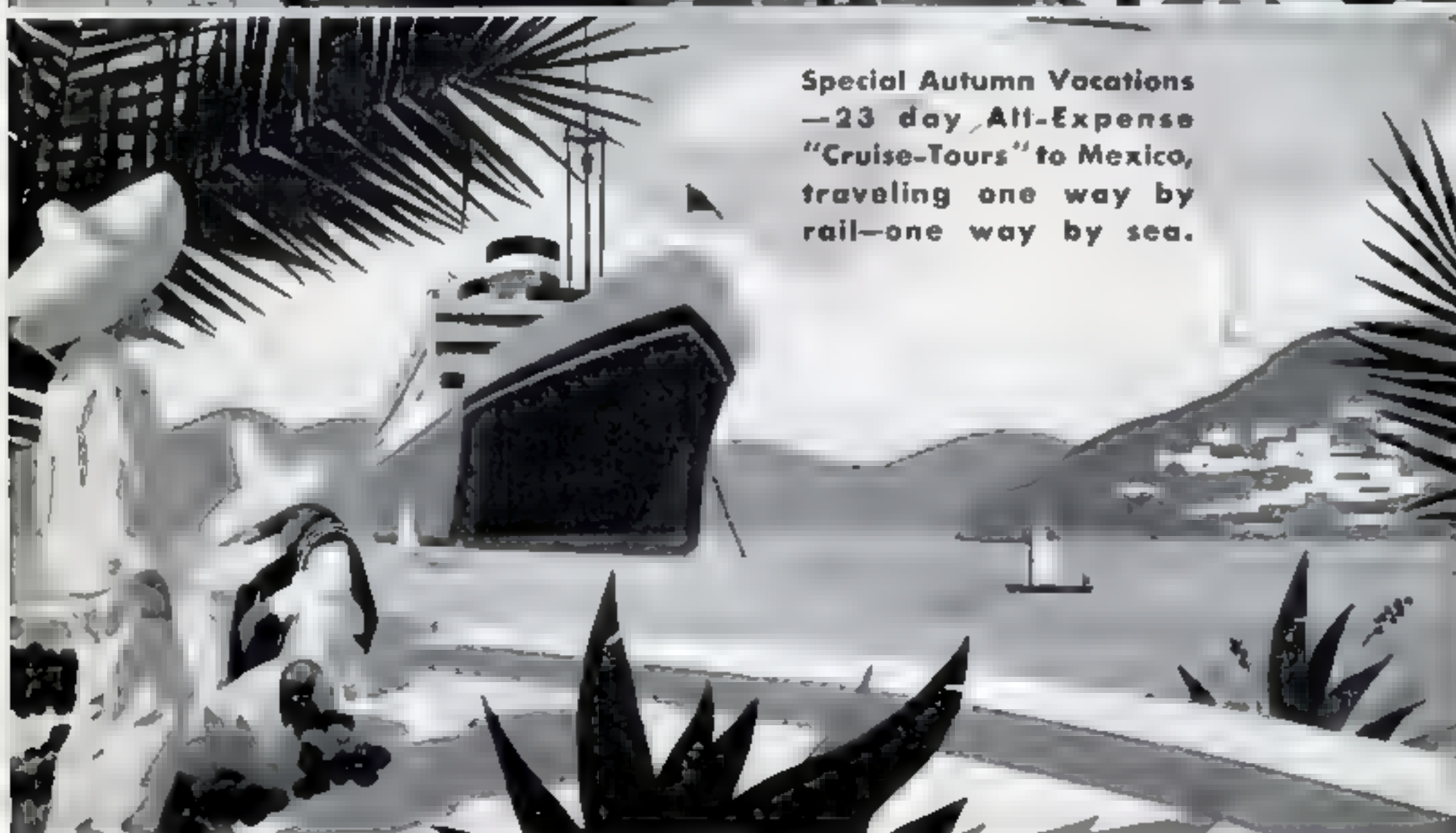
DEVELOP & PRINT YOUR OWN SNAPSHOTS
Have speedy developing, printing your own pictures at home! No shop—upon needed! Send only \$1.95 (regular \$9.95 value) for COMPLETE professional outfit, including electric lamp, developing and fixing trays, chemical, photographic paper, thermometer, etc. or call F. D. Hollister, 1114 LARSEN RD. or money refunded. Write for FREE Camera & Supply Book. **CENTRAL CAMERA CO.**
230 E. Wacker Dr., Dept. LF-39, Chicago. (EST. 1935)



Flamingo Beach—a feature of the popular "Cruise-Voyage" to California via Havana, the Panama Canal and Acapulco, Mexico.



Special Autumn Vacations—23 day All-Expense "Cruise-Tours" to Mexico, traveling one way by rail—one way by sea.



You will LIKE these American Ships

... and the outstanding
VALUES they offer



Headed by the splendid "Manhattan" and "Washington"—largest, fastest liners ever built in this country—this fleet of American ships has won a wide following among people who know travel. On board you'll find careful planning, well-ordered management. There's exceptional roominess on deck and "below". The standards of food and service are high—and the hospitality is genuine. No wonder these ships attract a class of traveler you'll enjoy meeting. And they offer you a lot for your travel dollar.

To All Europe

A sailing every Wednesday at noon direct to Ireland, England, France and Germany.

U. S. WASHINGTON, Sept. 23
Oct. 20—Nov. 17—Dec. 14

U. S. MANHATTAN, Oct. 6
Nov. 3—Dec. 1—Jan. 4

Cabin Class, \$181 up; Tourist, \$122 up

Pres. ROOSEVELT, Sept. 29, Oct. 27

Pres. HARDING, Oct. 13, Nov. 10

Cabin Class, \$136 up; Third, \$86 up

Also "American One Class" ships every Friday direct to London—fortnightly to Cobh and Liverpool—for only \$105.

To California and Mexico

via Havana and the Panama Canal

U. S. Virginia, Sept. 18, Oct. 30

U. S. California, Oct. 2, Nov. 13

U. S. Pennsylvania, Oct. 16, Nov. 27

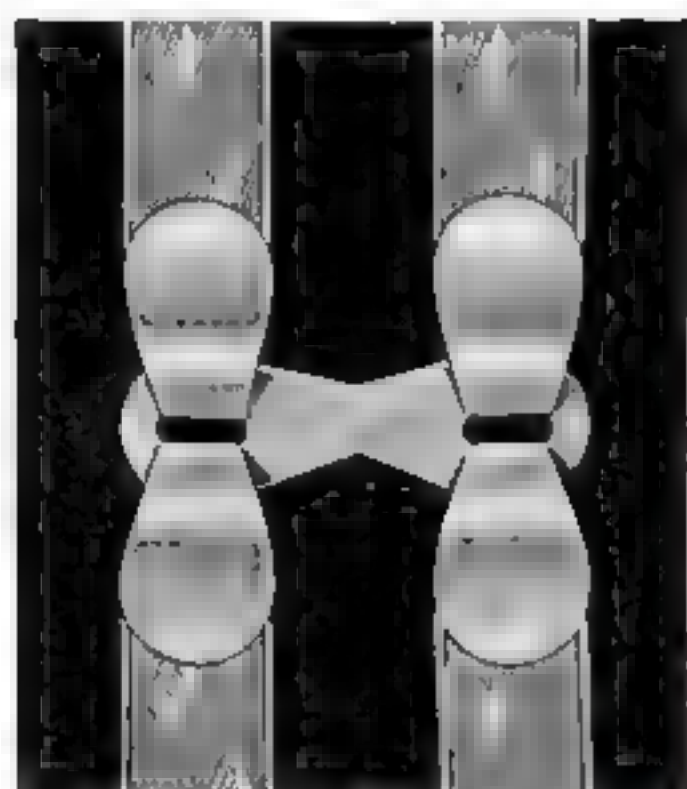
Largest Coast-to-Coast liners operated by the Panama Pacific Line, an associated service. Only \$225 up, 1st Class to California—to Mexico, \$195 up. Tourist Cabin rates from \$125 and \$105 respectively.

Ask your TRAVEL AGENT for complete details—particularly about the special round-trip reductions.

UNITED STATES LINES

One Broadway, New York City
Offices in principal cities

PICTURES TO THE EDITORS



STEP OUT IN

*Smart
FALL
Style*

Their smart style... comfort... and value... plus the "Can't Skid Off Your Shoulders" "Free-Swing" Back put Paris Suspenders way up front in sales and popularity... Countless imitations have countless limitations. Paris alone provides the patented leather-link pivot that yields with every body motion... but never skids... never strains... never pulls. Because Paris outmodes any suspender made... it outsells any suspender sold. Get several pairs—one for each suit.

\$1—\$1.50

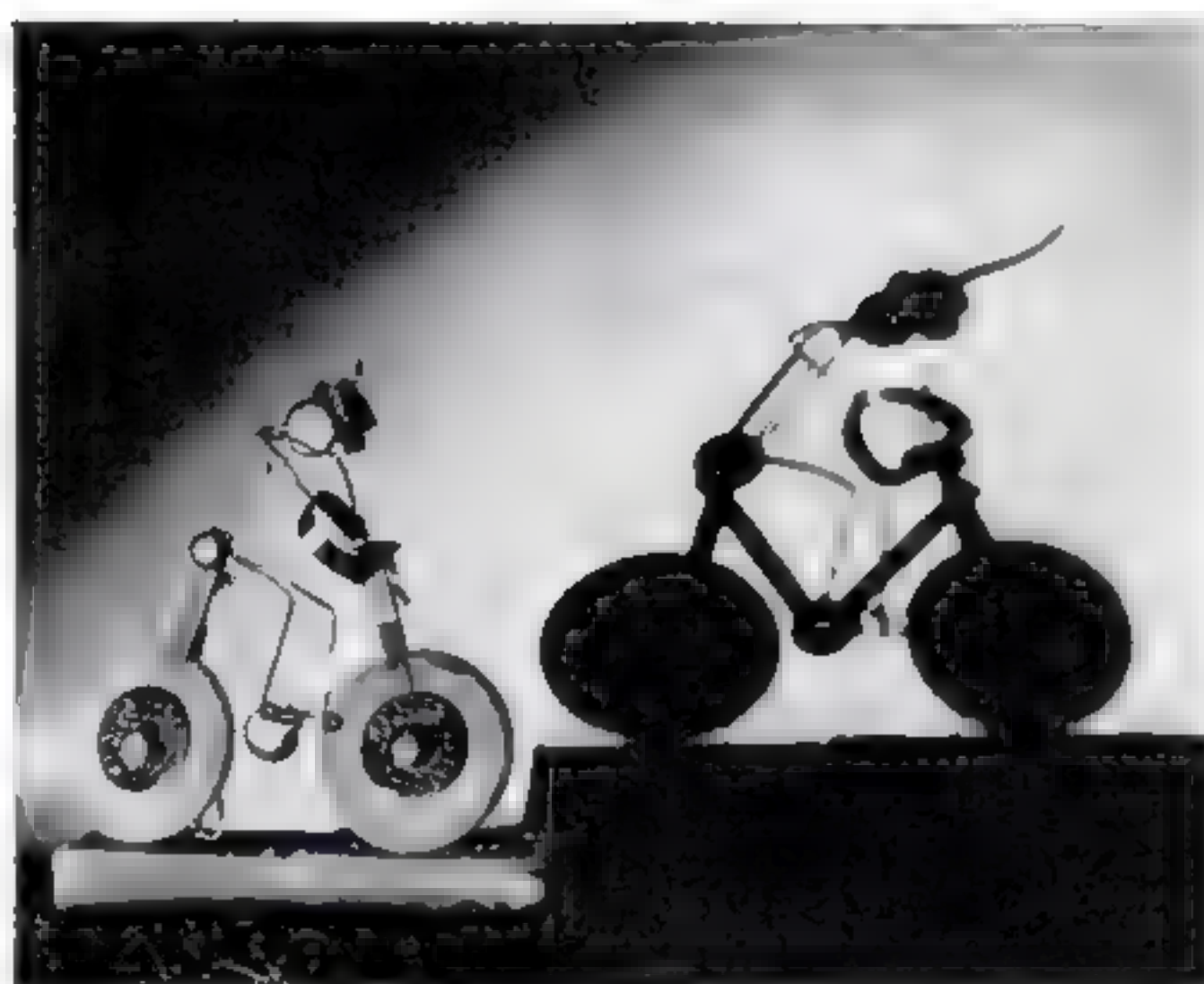
A. STEIN & COMPANY

Chicago • New York
Toronto • Buenos Aires

Makers of Paris Garters,
Belts and Girds



PARIS
Free-Swing
SUSPENDERS
Can't skid off your shoulders



BICYCLE WHEELS ARE MADE OF INK ERASERS

DESK DOODLES

Sirs

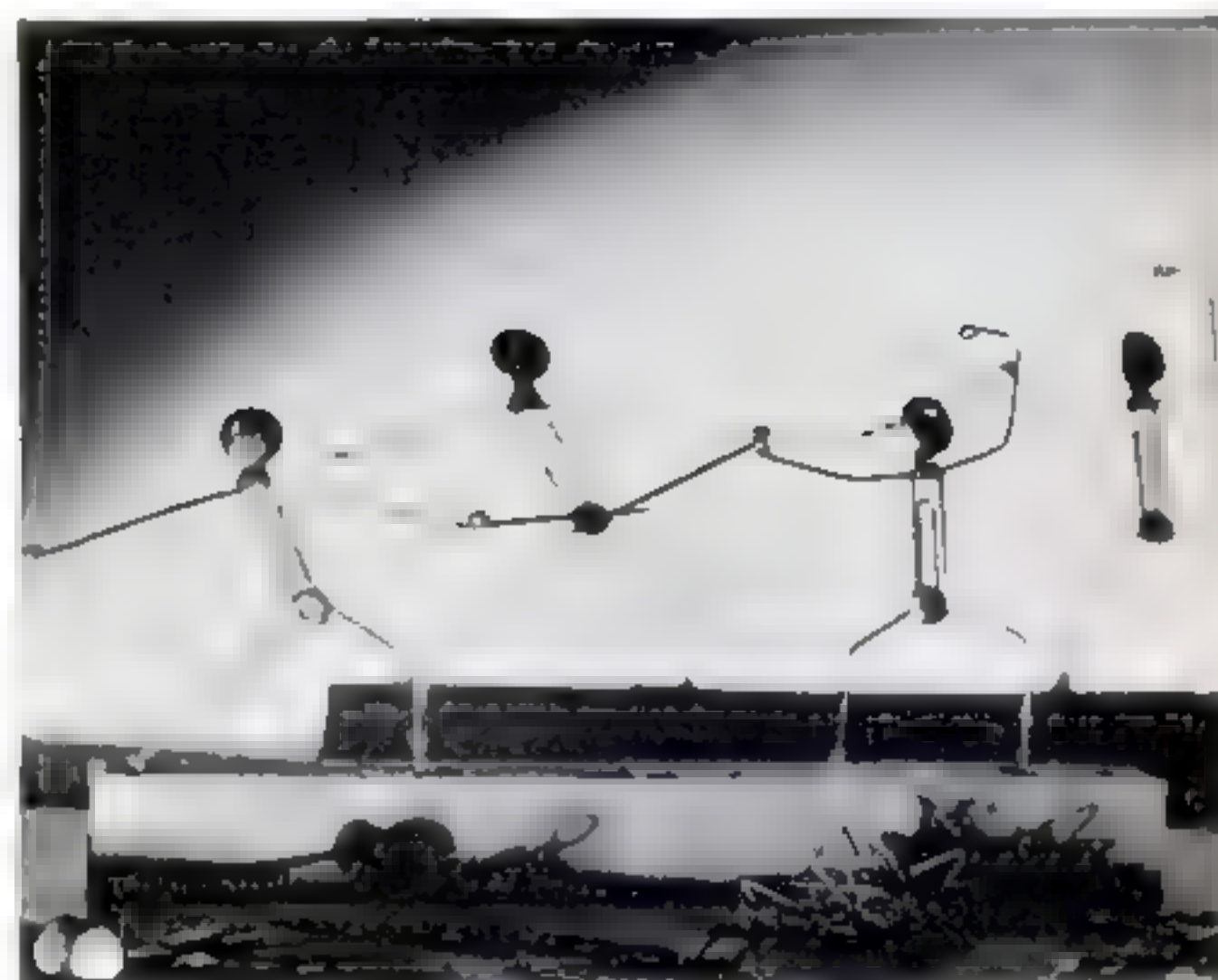
You showed how to make photo-doodles in your Aug 2 issue. Here's another kind of doodle, familiar to the office worker who nervously plays with paper clips. But I have never seen a desk doodler who could beat Dillard Long, some samples of whose work I am enclosing. He makes these little figures by using hands & teeth (no riveting permitted) from average desk materials: pins, typewriter erasers, paper fasteners, paper clips. The base, as you can see, is the standard soap eraser.

ROY ALEXANDER

New York, N. Y.



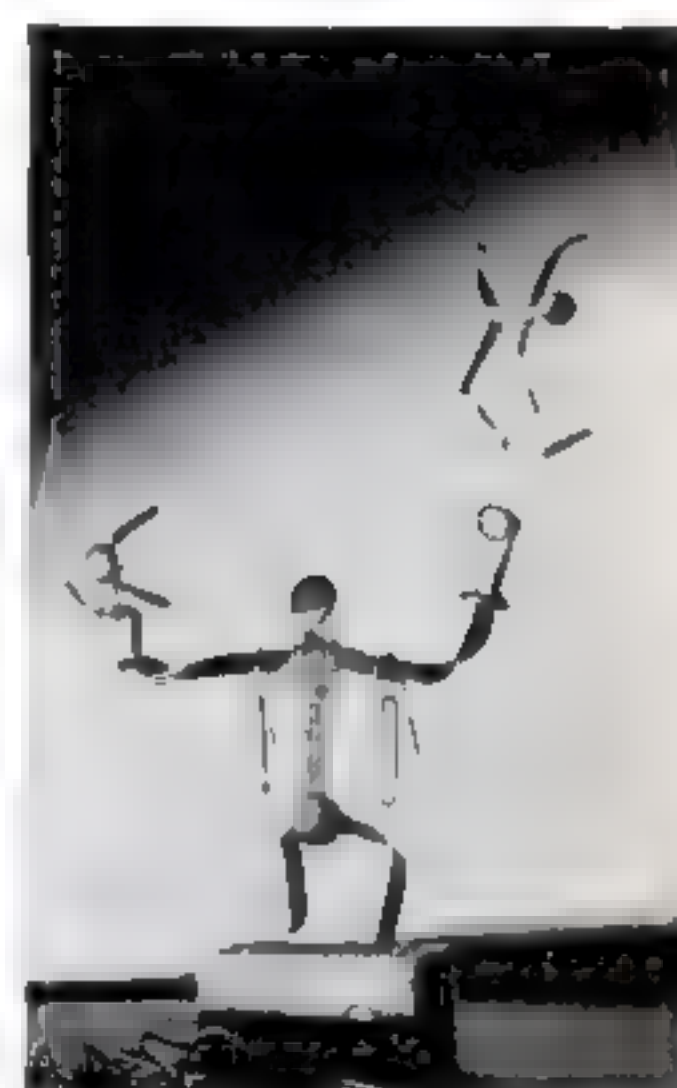
PAPER-FASTENER FAN DANCER



THESE GRACEFUL FENCERS DUEL WITH PINS



FANCY SKATERS PERFORM ON SOAP ERASERS



STRONG MAN AND MIDGETS

DELIVERED RIGHT AT YOUR DOOR



Not only fast service and proper handling, but prompt pick-up and delivery at the door of your home or office (in all cities and principal towns) are the big advantages of shipping by top-speed, nation-wide Railway Express. For super-speed use Air Express—2500 miles overnight. For service, phone nearest Railway Express or Western Union office. No extra charge for pick-up and delivery.

**RAILWAY
EXPRESS**
AGENCY, INC.
NATION-WIDE RAIL-AIR SERVICE

RECORD BREAKERS



By engaging in more successful bull-fights as Toreador and Picador than any other man, Enrico Robles, Spanish Toreador, achieved a world's record.

16 times around a 1-mile dirt track in less than 7½ minutes gave a world's record to Joe Petrali, Milwaukee motocyclist.



614 yards, 6 inches sped the arrow which gave the world's record for long-distance archery to Curtis L. Hull.

**MORE PEOPLE BUY
HIRAM WALKER'S GIN THAN
ANY OTHER KIND...**

because of its championship performance in cocktail or Collins. There's extra enjoyment in its wonderfully smooth flavor—thanks to Controlled Condensation, Hiram Walker's exclusive flavor-control process. Try Hiram Walker's Gin and taste for yourself!

HIRAM WALKER & SONS
PEORIA, ILLINOIS



Hiram Walker's
DISTILLED LONDON DRY GIN
DISTILLED FROM GRAIN

PICTURES TO THE EDITORS

(continued)



UNSMILING CLAN

Sirs:

Here is a picture of a strange clan of people. They are from Alabama and while visiting in Indiana I took their picture. They belong to a religious sect which forbids them to smile or laugh at any time. The men wear beards and have

their hair bobbed, while the women wear it in knots on top of their heads. They are (l. to r.) Ananias Schrock, Levi Amstutz, Mrs. Ananias Schrock and daughter, Abraham Schrock and daughter and Mrs. Abraham Schrock and daughter.

SIMON M. SCHWARTZ
Berne, Ind.

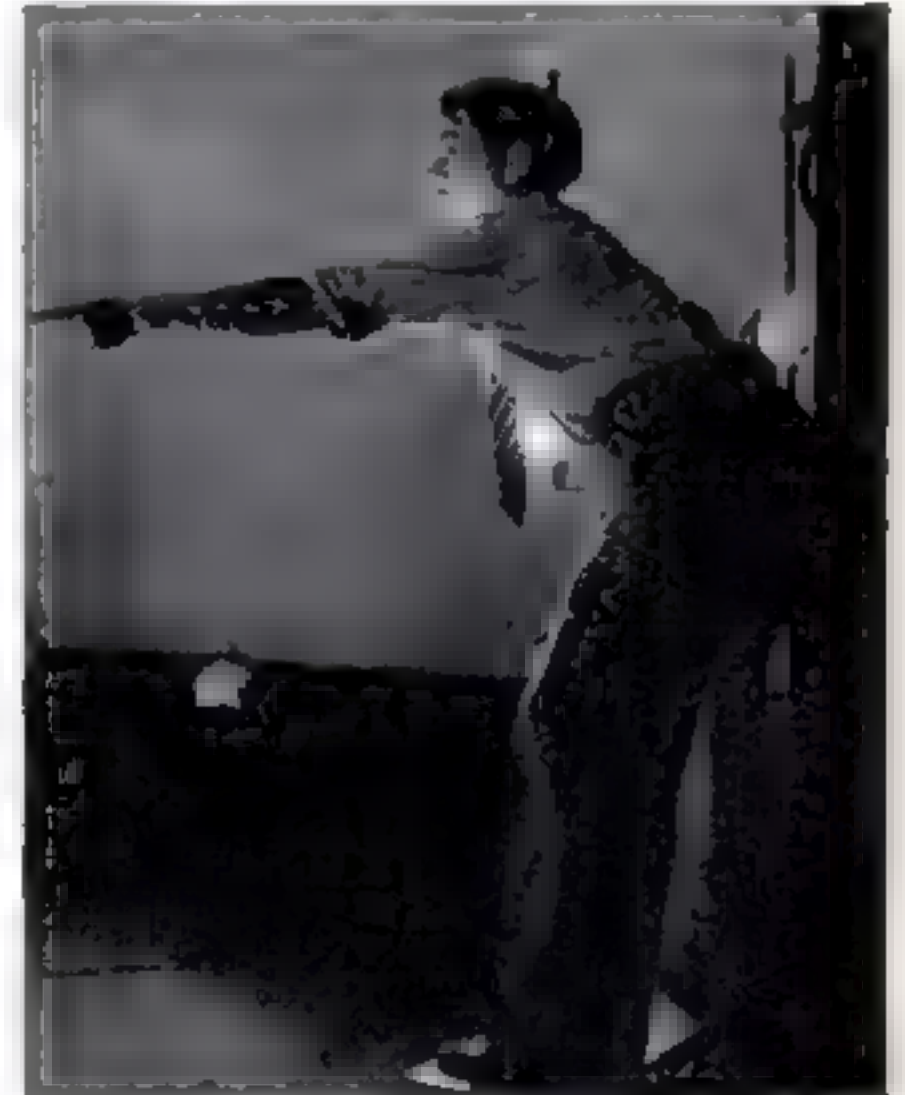
OESER AT WORK

Sirs:

To the people who liked the picture called *Day Old Chicks* by Karl Oeser, reproduced in the Aug. 16 issue of LIFE, this picture of Mr. Oeser (right) at work may be interesting. I snapped it with my Leica at the Chicago studios of Sarra, Inc.

As the picture shows, Oeser directs the models in the scene like a cross between a symphony conductor and a movie director.

G. LIONEL WILLENS
Detroit, Mich.



HYMN NO. 46

Sirs:

This is a picture of the first and second annual midsummer rally and tonal testing service of the Guild of Former Pipe Organ Pumpers at Three Rivers, Mich. At organ is George Warren Stetson, Chief Tremolo of the Northeast Mounted Cod

& Cabot District of the Guild. To right, Chet Shafer, Grand Diapason (I will catch hell from my wife on account of the bottle, and Steve Shafer, potential Grand Diapason. We are trying out Hymn No. 46 in the old book—"When He Cometh - To Make Up His Jew-wels."

CHET SHAFER
Three Rivers, Mich.

A Shirt is only as smart as its **COLLAR**

Exclusive patterns and colors – of course! But the *NEW* Van Heusen Collar-Attached Shirt has an exclusive “extra” found in no other shirt – the patented Van Heusen Collar fabric. At last, the wearer of a collar-attached shirt may enjoy the same measure of collar-smartness that wearers of separate Van Heusen Collars have enjoyed for years. At better men’s wear stores everywhere. **PHILLIPS-JONES, NEW YORK.**



Reg. U.S. Pat.
Off. Feb. 8, 1928

*Available in a wealth of smart patterns,
white broadcloth and end-on-end madras.*



TO THE MAN WHO PLANS HOME HEATING



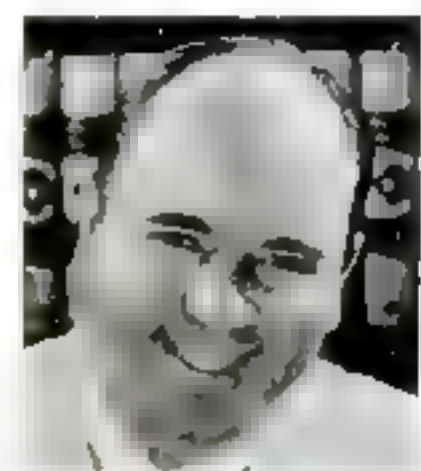
"I'M BUILDING..

Naturally, I want up-to-the-minute heating equipment for my new home. And I'd like to have air conditioning...*if* I can afford it! Where can I get the most for my money...the very latest and best equipment?" (*Airtemp has the answer!*)



"I'M REMODELING..

I'm tired of shoveling coal and carting ashes out of the basement! I'd like my remodeling to include *completely automatic heating*. How can I be sure of getting dependable equipment at low cost? Whom shall I see?" (*Airtemp has the answer!*)



"I'M REPLACING..

My old furnace is on its last legs. I can't depend on it through another winter. I want heating equipment that is new, modern and efficient...that will give me low-cost automatic heat. Where can I get it?" (*Airtemp has the answer!*)

Before you decide on any Heating or Air-Conditioning Equipment Read these facts:

REMEMBER...you have to *live* with the heating equipment you buy! It means a lot to your comfort, your health and *your pocketbook*, to make sure you get every modern heating feature!

Airtemp invites you to compare its air conditioners, its oil burners, its boilers, with any on the market.

Airtemp equipment is modern in every detail! You'll find many exclusive, Chrysler-designed features. You'll see that Chrysler dependability has been built into every part of every unit!

Read the facts on this page. Mail the coupon for more details. Compare...*be sure*...before you buy!

CHRYSLER'S AIRTEMP BE

1 AIRTEMP'S AUTOMATIC HUMIDIFIER adds the correct amount of moisture to the air...for better health...for greater comfort!

2 OVERSIZE FILTERS remove dirt, soot, pollen, from the air you breathe. Reduces cold hazard. Furniture and drapes stay cleaner.



3 EXTRA-SURFACE HEAT CHAMBERS extract all the heat from all the fuel.

4 AIRTEMP'S "FLOATING" FIRE BOX of stainless steel permits air to flow under the box as well as on the sides. This means more direct heating surface. Greater fuel economy.

5 AIRTEMP'S THRIFTY OIL BURNER produces the most dependable kind of heat at the lowest possible cost.

6 BIG FAN handles large volume of air. Dynamically balanced by electric eye at factory. Utterly quiet.

7 ALL SHEET METAL SURFACES "BONDERIZED"—Protected by the same exclusive, patented process used to prevent rusting of automobile finishes.

8 HEAVY, ONE-PIECE STEEL BASE prevents heat loss and eliminates need of special foundation.

1 CHRYSLER'S AIRTEMP WINTER AIR CONDITIONER

for summer months, Airtemp's Summer Air Conditioner can be easily added to keep your home cool and comfortable.

Available in oil and gas burning models. Complete line: four sizes—for homes from \$5500 up. Mail coupon today!

YOU GET COMPLETE WINTER AIR CONDITIONING AT THE COST OF HEATING ALONE!

CHRYSLER'S AIRTEMP presents the greatest heating and air conditioning system ever made available for private homes...the *Airtemp Winter Air Conditioner!*

At the cost of heating alone, this great system automatically gives you filtered, humidified air...heated to the right temperature...circulated throughout your home!

With Airtemp's Winter Air Conditioner you'll be healthier and happier all winter long. And,



AIRTEMP'S FAMOUS Residential cooling unit (above, right) can be bought separately...added to the Winter Air Conditioner at any time.

CHRYSLER'S AIRTEMP

GLAIR CONDITIONING

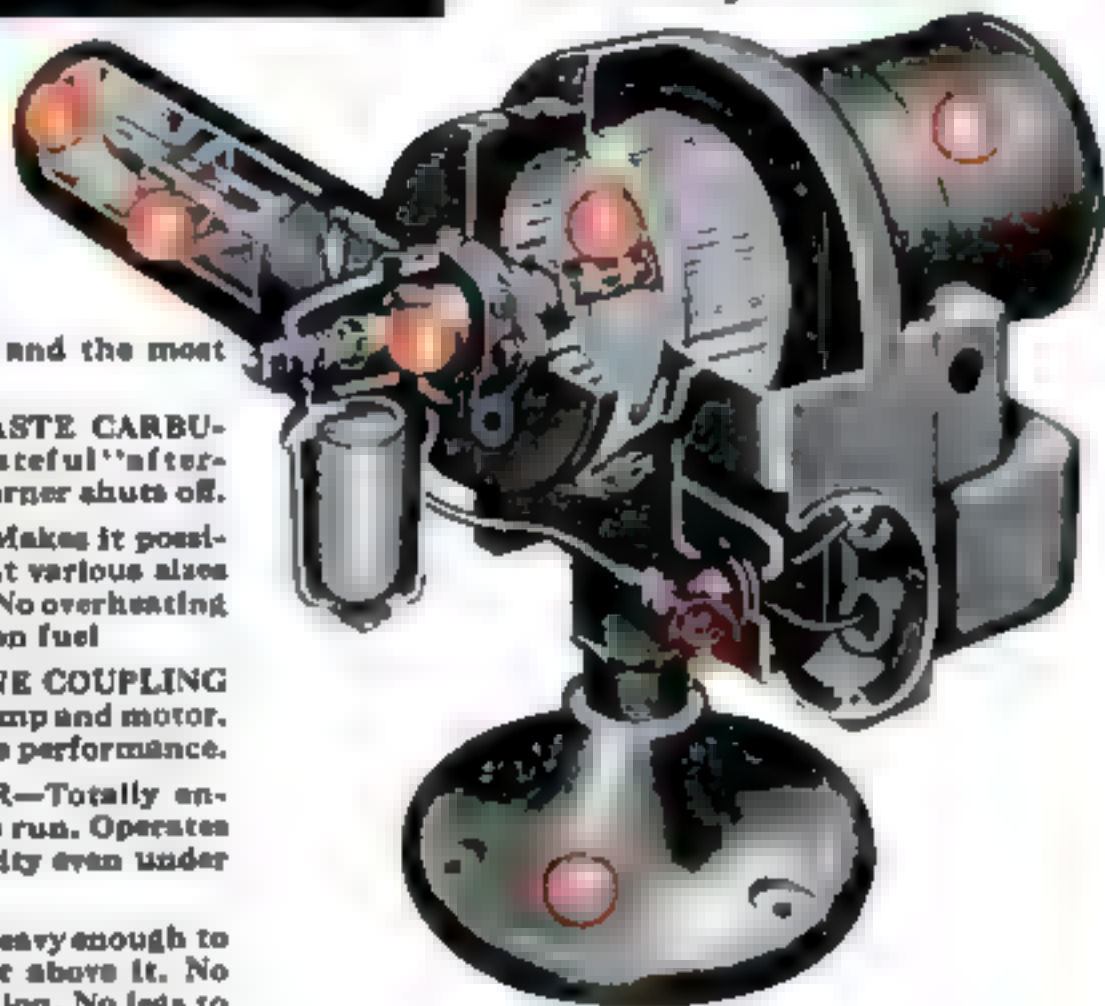
INGS YOU 3 GREAT MONEY-SAVING OFFERINGS!

2 CHRYSLER'S AIRTEMP THRIFTY OIL BURNER

- 1 **CLEAN-BURNING NOZZLE**—Made of non-corrosive, stainless steel. Wastes no fuel oil. Will not smoke.
- 2 **WHIRLWIND OIL MIXER**—Mixes oil and air for best combustion and the most economical operation.
- 3 **AUTOMATIC NO-WASTE CARBURATOR**—Prevents wasteful "after-drip" at nozzle when burner shuts off.
- 4 **FOCUSED FLAME**—Makes it possible to adjust flame to fit various sizes and shapes of fire boxes. No overheating or underheating. Saves on fuel.
- 5 **LONG-LIFE DUPRENE COUPLING**—Eliminates wear on pump and motor. Assures long, dependable performance.
- 6 **OVERSIZED MOTOR**—Totally enclosed. Costs no more to run. Operates with greater dependability even under heavy load conditions.
- 7 **BALANCED BASE**—Heavy enough to properly balance weight above it. No top-heaviness. No vibration. No legs to get loose or out of line.

AIRTEMP POWER-SAVER—Electric current for igniting the oil is turned on automatically only as needed...no power waste.

DEPENDABILITY—No complicated mechanism. Motor, fan and pump operate on one shaft. The simplicity that means long life also contributes to Airtemp's unusual economy.

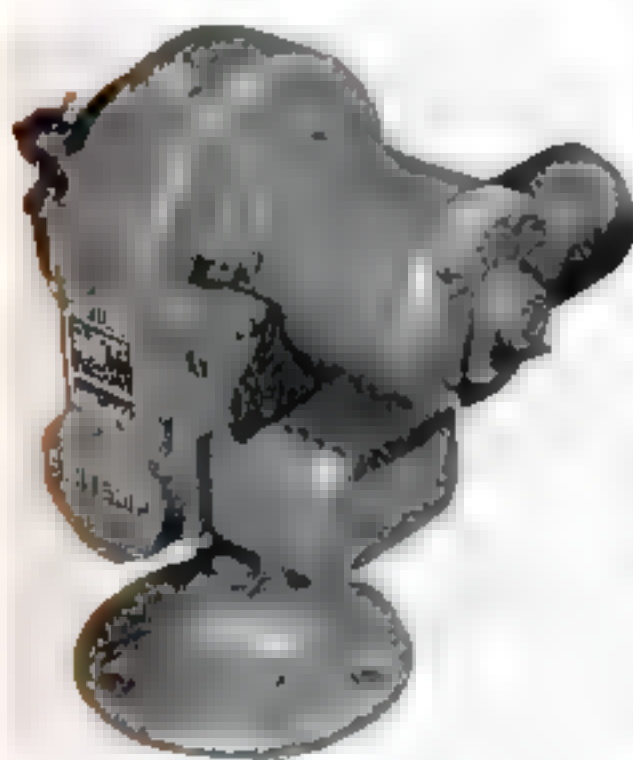


UP-TO-DATE HEATING PLUS BIG SAVINGS!

THIS GREAT Airtemp burner brings you modern automatic heat at a low cost!

It's designed to get all the heat from every gallon of fuel...to cut operating and upkeep costs to the bone!

It's suited for new or existing homes. Ideal for converting old-fashioned heating equipment. Mail coupon for full details!



**MAKE COMPARISONS...KNOW
WHAT YOU'RE BUYING...AND
YOU'LL SELECT AIRTEMP**

AIRTEMP'S Thrifty Oil Burner was designed by Chrysler's Airtemp Engineers to produce the most dependable kind of heat at the lowest possible cost.

Check the economy and dependability features listed below! You'll see that this burner is built to give long, trouble-free service. And you'll see why it costs less to heat your home with Airtemp's new Thrifty Oil Burner.



MONEY-SAVING FEATURES

- 1 **SPECIAL "ISLAND" COMBUSTION CHAMBER**—completely surrounded by water. Increases heating surface. Saves money on fuel.
- 2 **HEAT ECONOMIZERS**—A combination of vertical and horizontal flue passages which extract the last usable heat unit from the hot, escaping gases.
- 3 **QUICK-HEAT WATER PASSAGES** conserve fuel...heat your house in a jiffy. Very efficient.
- 4 **BOILER AND BURNER COMPLETELY ENCLOSED** in an attractive, heavy steel cabinet.

- 5 **SPECIAL LINING** of heavy, indestructible asbestos prevents loss of valuable heating units...makes for quiet operation.
- 6 **SEALED DOORS** and sections...air-tight construction. This keeps dirt out, heat in...means utmost dependability and greater economy.
- 7 **BUILT-IN HOT WATER COIL** supplies plenty of hot water for household use...the year round. Works economically and efficiently.

3 CHRYSLER'S AIRTEMP THRIFTY BOILER



HERE'S A TRULY MODERN, long-life boiler...built to give you all of the latest developments in automatic heating!

Dollar for dollar—feature for feature—it's the greatest boiler value in years!

Oil and gas burning models—using the Airtemp Thrifty Oil Burner or the Airtemp Radiant Gas Burner—are available for hot water, vapor or steam heating systems. Boiler and burner designed to function as one complete unit. Sizes to meet every domestic heating need.

Good-looking, economical, built to Chrysler standards of dependability...the new Airtemp Thrifty Boiler will give you lasting satisfaction! Mail coupon for full details!

SPLIT SYSTEMS

Airtemp's oil-burning and gas-burning boilers are especially designed for optional use with the indirect air conditioners in split system application. Important advantage.

**BUDGET PAYMENT
PLAN!** Easy terms arranged—ask your Airtemp dealer.

MAIL THIS MONEY-SAVING COUPON TODAY!

AIRTEMP, INCORPORATED, DAYTON, OHIO

(Dept. L-9-20)

Gentlemen: Please send me the details on (check which)

- ☐ Airtemp's Oil Burner
☐ Airtemp's () Oil () Gas Burning Boiler
☐ Airtemp's () Winter () Summer () Year-Round Air Conditioning.

Name _____

Address _____

CITY AND STATE _____

HOME HEATING AND AIR CONDITIONING

ANNOUNCING THE "Director"

FULLY COVERED BY U.S. PATENTS



an amazing
New Billfold by

AMITY

NEVER BEFORE SUCH PROTECTION AND SECURITY FEATURES



SECRET POCKET GUARDS YOUR "BIG" MONEY—Large bills are carried in the "Director's" secret pocket, behind a flap that looks like the lining. It keeps big bills out of sight when you open the billfold in public places.



CARRY DUPLICATE KEYS to your car and home in this concealed key pocket and you'll never be accidentally locked out. A "life-saver" when you need them. Keys cannot fall out. This is a new patented feature found only in the "Director."



OLD STYLE—BULKY

"DIRECTOR"—THIN

HOLD PLENTY WITHOUT BULGING—"Director" billfolds are tailored according to the finest practices in leather craftsmanship. Edges are skived, turned, and stitched—that's how the finest and thinnest billfolds are made.

8 SUPER-SECURITY FEATURES THAT ALL MEN LIKE!

- 1 Secret pocket for large bills
- 2 Concealed pocket for duplicate emergency keys
- 3 Free registration for your protection in case of loss
- 4 Branded, genuine leathers
- 5 Sliding card pocket
- 6 Card files, colored transparent cases differentiate various cards
- 7 Sliding stay prevents bulkiness when filled
- 8 Edges turned and stitched for longer wear

See the new "Director"

... IT'S A REAL MAN'S BILLFOLD, new in design, different in construction ... plain-tailored of finest top grain leathers—no gadgets ... big enough to hold everything a billfold

should carry without becoming bulky. See it at your dealer's. If he can't supply you, order from AMITY LEATHER PRODUCTS CO., WEST BEND, WIS., makers of *AMITY* and *Roly* fine leather products.

All "Directors" modestly priced according to the kind of leather of which they are made. No. 600, brown steerhide, \$3.50. No. 605, black or brown shrunken calf, \$5.00. No. 609, black pin seal, \$7.50.

PICTURES TO THE EDITORS

(continued)

CHECKER PLAYER

Sirs:

Here is a photo of a deeply absorbed checker player taken during the Southern tournament held recently in Richmond. His name is T. L. Light and he is a professional Santa Claus for a large department store here. At times he would con-

template a move for 15 or 20 minutes. At one of these times, I took the picture. Surprised at the sudden flash of light, he immediately jumped from his chair and the game was terminated.

HERBERT S. WILBURN JR.

Staff Photographer

Richmond Times-Dispatch
Richmond, Va.



IN A GUSHER

Sirs:

The owner of the legs (below) is La Vern Barber, superintendent of the Niagara & Forest Oil Co. Mr. Barber is standing in a stream of crude oil that is escaping from a gusher that broke through on the company's leased property at Lewis Run,

Pa. Oil is selling at \$2.83 per barrel and as about 100 barrels an hour are getting away from him Mr. Barber is disturbed. This is the first gusher in the Bradford field in 40 years. It started at noon Aug. 24, was finally capped Aug. 25 at 3:30 a.m.

BRUCE D. KERR

Buffalo Times
Buffalo, N. Y.



Irene Hervey, star of the Universal Picture, "The Lady Fights Back", inspects...



...a new driving machine, used to demonstrate golf balls. Powered by Sinclair gasoline and lubricated with Sinclair Pennsylvania Motor Oil, this machine can...



...drive an Acushnet Golf Ball 620 yards, on the carry, with deadly accuracy. You, too, will notice the extra "drive" in Sinclair H-C Gasoline when you...



...try a tankful in your car. The next time you need gasoline go to your neighborly Sinclair dealer's and say "Fill it up with H-C".

IS LOOK AMERICA'S BEST READ MAGAZINE?



WHERE LIONS ARE TAUGHT TO ATTACK MEN

"MIDDLETOWN" INVESTIGATION POINTS TO THAT CONCLUSION!

★ There could be no doubt of reader interest in a magazine that made publication history by soaring to 1,700,000 circulation in its first seven months. But now we know just how tremendous that interest really is. An independent survey has just been completed in Muncie, Indiana, ("Middletown"). Tabs on the accompanying illustrations show the amazingly high percentage of readers who saw and remembered these features in a recent issue of LOOK. Every part of every page, from cover to cover, showed scores as high or higher.

The evidence continues to pile up that the editorial plan of Look—which tells feature stories, covering a wide range of basic human interests, by pictures, headlines and brief captions—is immensely interesting to millions.

The first advertising will appear in Look issue of November 9, on the newsstands October 26. In Look, American advertisers now have at their command a great new advertising medium.

Look

THE IRRESISTIBLE PICTURE MAGAZINE

Look, Incorporated, Des Moines, Iowa
ADVERTISING OFFICES
NEW YORK • CHICAGO • DETROIT

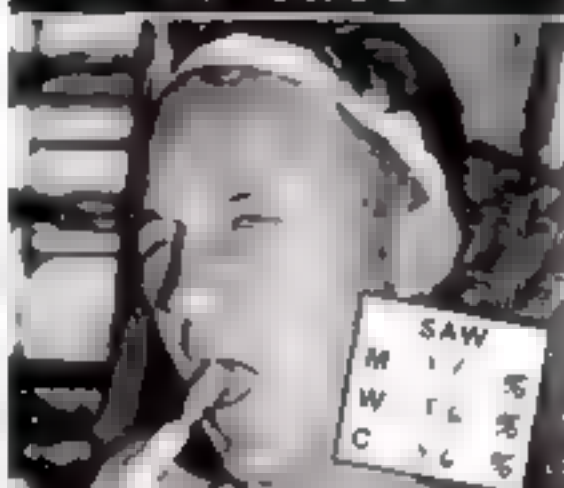
YOUR EMOTIONS



INVENTION



BING CROSBY



UNUSUAL SCHOOL



PLANE THROUGH BARN

Sirs:

These pictures of a sneaked smashup gave a Thrill Day crowd at New Ulm, Minn. the jitters and sent the Attorney General of Minnesota hunting for the mysterious pilot who defied him to crash his plane into a barn. The Attorney

General forbade the stunt. The pilot, his identity carefully concealed, went ahead anyway whammed his plane into the barn, turned it to kindling wood and, unhurt, walked calmly off the field (see last picture). Investigators are still hunting him.

ROBERT E. BARCLAY
Minneapolis, Minn.



AMERICAN FOR

Flavor

IRISH FOR

Bouquet

WILLIAM JAMESON

IRISH AMERICAN

WHISKEY

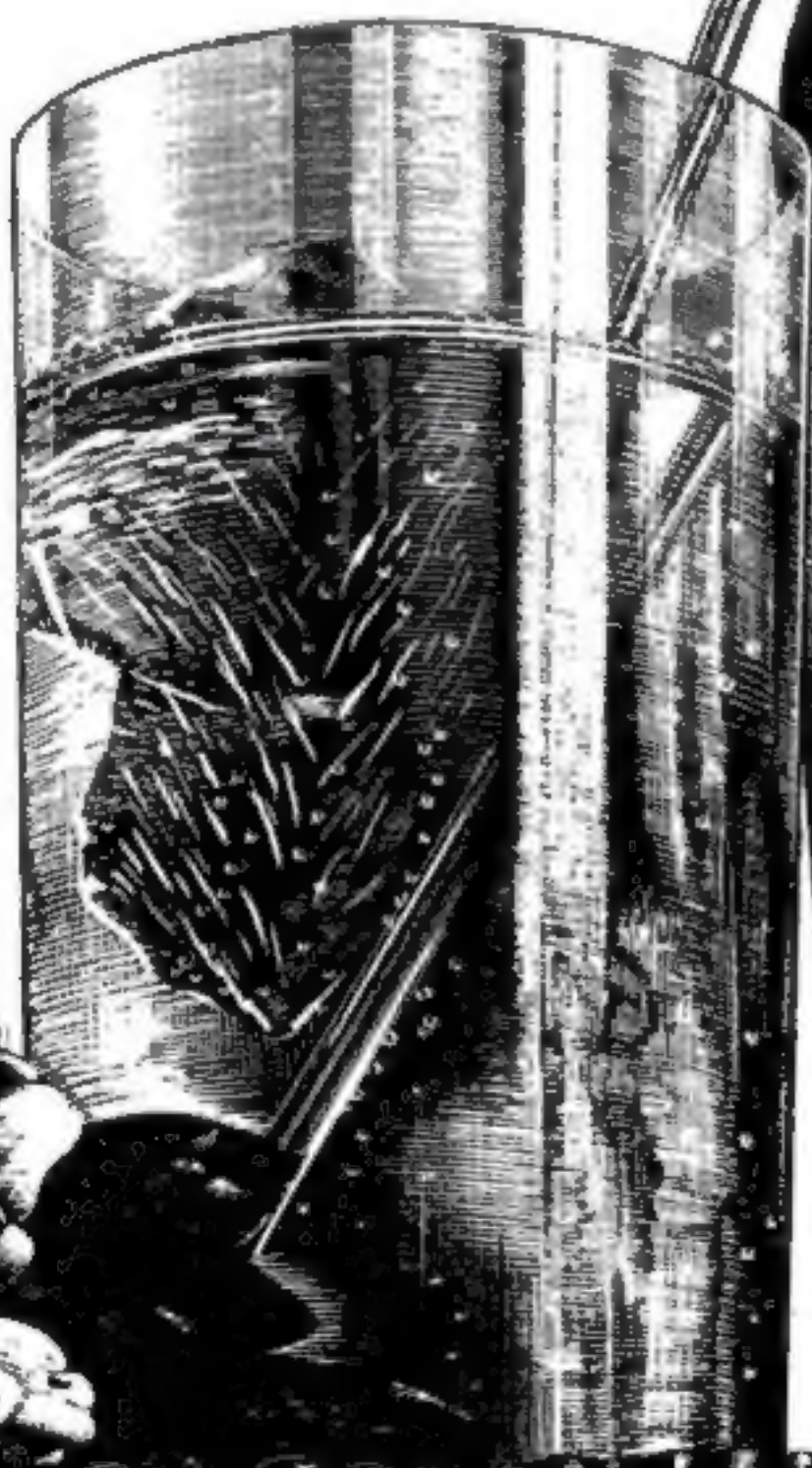
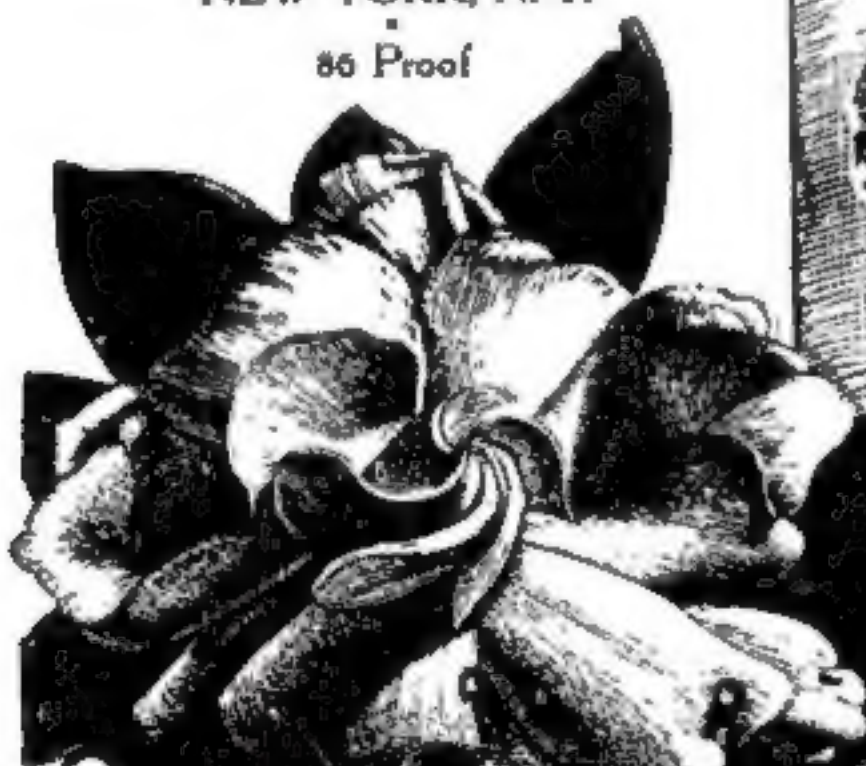
Brand

Contains 25% Pot Still Irish Whiskey and 75% Specially
Distilled American Straight Whiskey

*"The Best
of
Two Worlds"*

WILLIAM JAMESON & CO., Inc.
NEW YORK, N. Y.

86 Proof



WILLIAM
JAMESON
ORIGINAL
IRISH AMERICAN
BRAND
WHISKEY

This whiskey contains twenty-five percent 20 year
old Pot Still Whiskey distilled by Wm. Jameson
& Co. of Dublin Ireland & seventy-five percent
American straight whiskey specially distilled by
National Distillers Products Corp. Louisville,
Kentucky & bottled by them at Cincinnati, Ohio for

WILLIAM JAMESON & COMPANY, INC.
NEW YORK

86 PROOF

One Good Rule, and One Good Whiskey, to Carry Along for a

Gala Week-end



TOO MANY week-ends have strong starts and...weak ends. If you want to come out on top, don't go in for too much back-breaking...or elbow-bending...activity. *Get Wise...* and, if you *Get Whiskey*, get G & W. Why? Because it's *Good Whiskey*. Good to begin with because it begins with good ingredients. Good all the way through because it's *controlled* at every step. Every crystal bottle carries two letters of recommendation that say...*"G & W Goes Well!"*

September-October Gruen Watch Contest!

FREE! \$50 Gruen Watches for the 10 best lists of 10 "G & W" names or expressions (like *Great War*, *George Washington*) plus your comments on G & W whiskeys or gins. Get entry blanks at dealers or use own stationery*. Mail entries before October 31 to G & W, P. O. Box 887, Detroit, Mich.



Get Wise...get **G & W** *...it's Good Whiskey*

Gooderham & Worts, Ltd., Detroit, Michigan—Est. 1831. G & W MILL FARM Straight Bourbon Whiskey, 90 proof. 5-STAR BLENDED WHISKEY—The straight whiskey in this product is 7 years old; 23% straight whiskey, 77% neutral spirits distilled from grain, 90 proof. G & W BONDED STOCK STRAIGHT RYE OR BOURBON WHISKEY—This whiskey is 7 years old. Bottled in Bond in Canada, 100 proof. *This contest limited to adults in states where such contests are permitted. Entry blanks are available only in such states. Gooderham & Worts reserves the right to use in its advertising or promotion any material submitted. Duplicate prizes in case of ties.



Ideas are worth
no more than the
action
you give them

"Multilithing"

is the *New way* to get things done



Multilith is a new development by the makers of Multigraph . . . and Set-O-Type, Compo-type and Noiseless Folding Machines . . . used all over the world for more than thirty-five years. All machines are sold on convenient terms.

The multiplication of ideas, information, instructions . . . expressed in words, pictures and figures ON PAPER . . . is the basis of all progress and profit in business. But compromise with quality and you handicap progress. Permit costs to be greater than necessary and results will likewise be adversely affected.

There's a *quality method* of putting things on paper at a cost *less* than you've previously known . . . a method that will speed up progress . . . a method that will increase profits.

A Method for Your Own Office

Multilithing is that method . . . the new, high-quality, low-cost process of producing business forms, communications and literature *in your own office*. No other office method is comparable in *what* it does and *how* it does it.

Facts About Multilithing, with samples of this new-method work, will be sent to those who make request on business stationery. No obligation is incurred by your request.

**ADDRESSOGRAPH-MULTIGRAPH
CORPORATION, Cleveland, Ohio**

ADDRESSOGRAPH-MULTIGRAPH OF CANADA, Limited, TORONTO
SALES AGENCIES IN PRINCIPAL CITIES THROUGHOUT THE WORLD

A *Lift* TO YOUR CLEANING

A *SPARKLE* TO YOUR HOME



↑ For speed cleaning of all floors . . . painted, linoleum, tile, or waxed floors that need re-waxing, use a little Old Dutch and a mop . . . no hands-and-knees scrubbing.

↑ Simple as A B C to clean painted furniture with Old Dutch. Made with Seismotite, Old Dutch doesn't scratch. No need for hard rubbing, simply wipe off the dirt gently.

↑ Fingerprints on doors . . . smoked-up woodwork around the fireplace . . . smudgy, painted walls above radiators and stoves . . . for these a sprinkle of Old Dutch on a damp cloth and a light wipe.

← Bring a new sparkle to aquariums, mirrors, and windows with Old Dutch. Use it for brightening aluminum, nickel, brass, chromium, and copper. Keep it handy for swift and easy cleaning of porcelain and enamel.



We've mentioned only a few of the ways in which Old Dutch can make your housecleaning easier. There are countless more! To save time and steps, buy 4 cans of Old Dutch at a time. Station them handily in kitchen, bathroom, laundry and garage. Have Old Dutch where you need it, when you need it.



\$1.50 Value for **50¢**
and 3 Old Dutch labels

Send for this Beautiful
Wm. A. Rogers Silver Plated Bonbon or Bridge Table Dish

MADE AND GUARANTEED BY ONEIDA, LTD.

Imagine the sparkle this dainty silver dish, with its lovely, "lacy," pierced border, will lend to your table. Picture it heaped with bonbons, crystallized fruits, radish roses, olives, nuts, or a mold of rich, red jelly! Dozens of different uses make this the perfect bridge prize or holiday gift. Don't wait. Offer expires October 31, 1937; good in the United States and Canada.

You may order as many Bonbon Dishes as you like. Send 50¢ and 3 Old Dutch labels for each one wanted. This offer good only in the United States and Canada and expires October 31, 1937.

OLD DUTCH CLEANSER

Dept. S500, 221 No. La Salle St., Chicago, Ill.

I am enclosing _____ and _____ Old Dutch labels for which please send me _____ "Wm. A. Rogers Bonbon Dishes."

Name _____

Address _____

City _____ State _____



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